

AMERICA'S WEEKLY

FOR RADIO LISTENERS

Radio Guide

GECAR754321

WEEK ENDING NOVEMBER 17, 1934

TELLS WHAT'S ON THE AIR — ANY TIME — DAY OR NIGHT

5¢

Volume IV
Number 4

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Master Hunter
of Headlines

Warden Lawes'
Romance in
The Big House

Want to Write
a Song?—Vaughn
de Leath Tells
Inside Facts

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Complete Radio
Programs Start



Harriet Hilliard

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FLOYD GIBBONS — HEADLINE HUNTER

By Jack Banner

Wherever fighting men are in action—wherever disaster strikes the earth—wherever the headline is in the making—there you'll find Headline Hunter Gibbons, the machine-gun stylist of words.

His record is 27 words in a minute, steady flow for sustained speech. But what a price he has paid for the background that makes his record possible—His body is crisscrossed with bullet wounds and sword cuts. The spot where his left eye should be is covered by a white patch. He's fawned on the feverish sands of Mexico, India and Egypt. His toe joints have been frozen on the arctic wastes of Manchuria. But he's happy. It's his life and he loves it.

"I've got ants in my pants," is the inelegant way Floyd puts it. And the ants have started scuttling again. Even now Floyd's sensitive ears have heard the rumble of musketry in Europe, and along about Christmas he'll be scuttling over the Balkans, ferreting for news.

Talking to Gibbons is an experience. It's like feeling the shock of buckets of ice water poured down your back, or like taking a fifty-foot non-stop elevator drop. A tornado hitched to six feet and 160 pounds of bone and muscle—that's Floyd. When the human Gatling gun starts to fire, you listen entranced as he spills the stories of his hair-raising experiences in that crisp nervous fashion.

Floyd is a bundle of live wires when he strides into the radio studio. It's work—hard work—to this picturesque adventurer. He takes off his coat, rolls up his sleeves, loosens his collar, switches his chair to a far corner of his mouth, and lets go his breathless staccato.

Out come the words. Sharp. Clear. Terse. He craves more action into his fifteen-minute broadcasts than two average commentators.

How he keeps going is one of those eternal mysteries.

He works fifteen to eighteen hours a day—in bed, out of bed, in a plane, on a train. When he isn't preparing his radio scripts, he's busy writing his newspaper and magazine articles. When he isn't working, he reads. His reading sphere is as immense as the globe he trots. A legion of newspapers from all over the world. Magazines and books of every kind—from detective thrillers to the classics.

Floyd with Captain Nagai (right) on his way to the Manchurian front and (below) interviewing Admiral Nomura of the Japanese navy



Floyd's apartment reflects the man. Note the well-stocked book-shelves, the radio cabinet, the air of masculine comfort in the living room

rate Floyd's making the first broadcast from Asia to America from a theater of war. In another corner is a magnificent gold and silver ship's model—a gift from the Chinese Government.

His apartment is the nearest thing to what Floyd might call home. It really isn't that—it's just a convenient stopping-off place between dashes about the country.

He's just purchased a new ultra-powerful short-wave set—and he plays with it like a kid with a new toy. More globe trotting. His contact with the far-off places he knows so well.

Scattered about his apartment are typewriters of all sizes and varieties. Filing cabinets galore—a well-thumbed encyclopedia—overflowing bookcases—stacks of fan letters to be read and answered.

There's one feature of the apartment which cannot be overlooked. You'll be almost sure to see white rats chasing one another in their cage or across the

room, and when you do, don't blame it on last night's party. Some admirer of the earth—wherever the white rats. They have come unmistakably under the dynamic influence of their owner in a most exaggerated fashion. Men! they go, chasing in circles all day long, intent only upon keeping on the run. Now, if we were philosophically inclined, I would draw a nice moral from their behavior. Something about the difference between man and beast: these poor little rats spend all their energy just going round in circles. Floyd dashes about just as energetically—but he's always going some place—and how!

"I can't help it if I have to go places. It's my fate. Fate," said Floyd in a staid mood. "It's a funny thing. I don't know what conclusion you will gather from this story. But it certainly sounds like fate. An O. Henry, perhaps, might know the answer."

Floyd then unfurled one of the strangest true stories ever heard.

The Sino-Japanese fuss of a few years back was at its height. The Chinese Fourth Route Chinese army had been beaten back, and the Japanese fleet steamed proudly into the harbor. War Correspondent Floyd Gibbons boarded the flagship of Admiral Nomura of the Japanese Navy.

Floyd obtained his precious interview with the Admiral and tucked away his notebook when the Admiral invited him to have a drink.

Admiral Nomura proceeded to kid Gibbons about the white patch over his left eye. Not in a nasty way, mind you, but in the polished manner of the Japanese. Floyd isn't sensitive about that white patch—it's an honorable badge of war; but he was hopping mad nevertheless.

"You know, Mr. Gibbons," said the Admiral, "somehow or other you remind me of Cyclops, the one-eyed giant of the *Odyssey*."

There was nothing for Floyd to do but laugh, and shortly thereafter he took his departure.

"The next day," concluded Floyd soberly, "I was aboard another Japanese battle-ship when a bulletin arrived. It contained the news that Admiral Nomura's left eye had been blown out by a would-be assassin. On the heels of the bulletin there came a personal letter to me from the Admiral."

Floyd went over to a filing cabinet, and after a short search removed a letter from the file. "Read it," he urged.

I did: "Dear Mr. Gibbons: 'May I respectfully ask



your permission to join the Cyclops Club—and if so will you forward one of your white patches? . . . Admiral Nomura."

I handed back the letter almost reverently. Then Floyd told of another peculiar twist to the Sino-Japanese fracas:

The Chinese had retreated but had intrenched ward appearance the war looked as if it would last another year.

Floyd was all set to cover the grim proceedings to the bitter end when he received the lateral cable from his home office telling of the Lindbergh baby kidnapping.

Floyd took one look at the message. "To hell with the war!" he shouted, and by plane and fast steamer he hurried to sudden Hopedew, New Jersey, to cover the biggest crime story of the century. And believe it or not—when he left, the war just folded up and quit! It's a fact.

It seems that for the past twenty years there can't be a big armed brawl without Floyd's professional attention.

It's been that way all through Floyd's life.

But lately he's been eating his heart out because he missed the assassination of King Alexander and Premier Barthou. "I guess my luck must be running out on me," is his grim explanation of his absence from



Floyd's speedboat (left) and a close-up of Floyd and Virginia Gardiner, the actress, from a photograph taken on the day Floyd broke the record for speed in taking a motor craft around Manhattan Island

that scene when history was in the making.

Still, Floyd's doing his bit here in America. He's reporting via the radio front, the biggest fight in America's history—the battle against the depression.

"This thing is just like the army," says Floyd. "We've got men to feed—men to clothe—men to shelter—and men to put to work. It's an army organization, and a greater battle than any army ever fought."

His sponsor is cooperating with the Home Loan Corporation in Washington. Each week Floyd makes the microphone sizzle with the latest developments along the economic battle-line. And Floyd takes immense pride in the fact that his radio work has been endorsed by Washington headquarters.

It's a little tame for Floyd, however, for most of his stories deal with blood, with thunder, with mangled limbs. Many are too gruesome to recount. "You don't want to put them in *Roads Gone* anyway, do you?" he asked.

I told him no. But there is one funny yarn that can be told, and it marks Floyd's devil-may-care reputation perfectly.

The year was 1917. The world ablaze. Floyd covering the conflagration for the *Chicago Tribune* syndicate. His vivid, vital war stories were the talk of the nation. Came a cable from the syndicate chief.

"Why the hell is your expense account so high?" Floyd scribbled the answer and handed the message to the dispatcher. He simply said:

"I'll bite. Why?"

It's still a classic along newspaper row. But he didn't tell me. I had it upon good authority from another, less modest, source—Gibbons' butler-waiter.

"No man is a hero to his valet," penned a sage. Here's Floyd, a hardbitten gent who has faced death, unbelievable hardships and privation a thousand times.

He's gone everywhere; seen everything, and leads a life that in one week's time would send you or me to the nearest sanitarium. Yet his butler calls him "the biggest-hearted guy in the world."

While Floyd's back was turned, his butler told me a few things. For example, Floyd won't think of sending to an employment agency when he needs additional office help. Not Gibbons. Instead, he carefully reads through the "Situations Wanted" columns just to make sure that he won't be aiding employment agencies to take their pound of flesh from any depression-affected youngsters he may possibly be able to employ.

Just before I left the apartment, I noticed, along with other gifts from all over the world, a beautiful samovar. I was certain that some romantic story would be connected with it; a tale that would bring up memories of wild Russian gipsy camps—of black-eyed dancing girls—of tall, dashing bandits.

But no, there was no such story attached to it. American engineering ingenuity had made of this samovar a provider of hot water for tea. And Floyd has the grandest time just sitting in front of that kettle, gently dipping a tea ball into a glass of hot water, and slowly sipping!

After almost thirty years of trekking over the globe, of being lost in the Sahara Desert, of being tormented in mid-Atlantic, of falling 7,000 feet in an airplane, the Headline Hunter with "ants in his pants" calmly sits back and announces in a matter-of-fact fashion, "I think more people should drink tea in the afternoon."

Never a dull moment, for even in his moments of relaxation he's dynamic.

Floyd Gibbons may be heard every Saturday evening at 7:45 p. m. EST, or at 6:45 p. m. CST, over an NBC-WEAR network—sponsored by the Johns-Manville Corporation.

Betty Co-Ed—of the Air

By Harry Steele

Toast of Any Campus—Singer of Note—an Actress at Six Weeks of Age—Heir to the Hurrah—That's Harriet Hilliard

She'll know Who's Who when he comes along. Although still only 22 years old, she already has disposed of one marital disillusionment. Some whisper that she has made her next choice, hinting that Ozzie has such a strong hold upon her that it is described as a half-Nelson.

Had she followed family precepts, Harriet would be on the stage rather than just of it. Her mother was an actress and her father a stage director; she made her own debut at the age of six weeks. She was carried on the stage as the heir in the popular comedy, *The Heir to the Hurrah*.

Singing and dancing talent intruded itself just about the time Harriet might have taken up a dramatic career. But its progress was impeded during time out for education. She attended St. Agnes' Academy in Kansas City, Missouri, where she was a classmate of Ramona. The two of them took part in convent entertainments and so rapidly did their fame spread that on the few occasions when the institution staged its student productions, local

claim her. She's the answer to a producer's prayer, having all of the qualifications demanded by that exacting art. She is radiantly lovely, is brimming with talent, has halo-like golden hair, and all the physical particulars. She is five feet, five and three-quarter inches tall, and weighs 114 pounds—is buoyantly youthful (as well as ornamental) and simply exudes charm and appeal.

Her particular weakness is shoes—which is not an outcropping of the myriad bids she gets to go motoring with the college lads. She simply likes a variety of footwear and goes in for it in a big way.

The tall-corn influence is noticeable in her domestic inclinations. When she is in a position to get away from it all she is going to purchase a vacated Connecticut farm and abandon herself to the delights of renovating it and raising suckling pigs and guinea-fowl which she describes as polka-dotted chickens.

She hasn't had a vacation in four years, so while everybody else is bending backward to hold his job she's hoping that some sort of upheaval comes along to bounce her into at least a few weeks' undisturbed rest. Feminine-like, she fancies herself as a bit of an interior decorator and would like to test her handiwork on that envisioned Connecticut homestead.

Harriet Hilliard is on the Bakers Broadcast, sponsored by Standard Brands, every Sunday at 7:30 p. m. EST, or 6:30 p. m. CST, over an NBC-WJZ network.

Harriet's favorite pose is hugging her knees—whether she wears evening gown or lounging pajamas



Harriet (above) in a closeup as she may be seen when she faces the microphone—as shown full figure, on the right



It's Harriet Hilliard for euphony—it's Peggy Lou Snyder on the county record books at Des Moines, Iowa—but it's just plain "Snyder" to the boys in Ozzie Nelson's band with whom she is the singer and adored favorite.

To the listeners she's the Wizard of Ozzie—one of the featured attractions on the NBC Sunday program which brings Joe Penner to the microphone.

This being liked by the bandboys is no novelty to Harriet. She was carried to fame on a wave of devotion among the college boys of America. Literally she is the Sweetheart of Sigma Everything.

The campus idolatry began three years ago when she was mistress-of-ceremonies for N. T. G.—Granlund—at the Hollywood Restaurant in New York. College boys who came to the metropolis over week-ends for a lark found a nightingale in Snyder.

Where business previously had been N. T. G. (none too good) it developed into a struggle to obtain admission to the cafe. Five and ten dollar bills to the headwaiters became the premium for tables that would afford an unobstructed view of Harriet and a chance to win one of her dimpled smiles.

She was toast of the dormitories and the secret, if widespread, passion of the fraternity houses. Had she worn all the jeweled fraternity pins offered, she would have looked like a coster-monger on a bank holiday. She has been offered some of the most aristocratic names in the Blue Book, but has learned to dodge proposals like a chorus girl parries unwanted dates.

The Blue Book doesn't particularly intrigue her.

theater managers thought their houses were being boycotted.

Chester Hale was Harriet's first dancing instructor. Under his tutelage she advanced so that at fifteen she had abandoned school books and made her debut in vaudeville. At that time the Orpheum Circuit was one of the Titans of vaudeville and under its banner she was like a juvenile on a merry-go-round. Around and around its 52-week circuit she went, until she had completed at least five laps and seen more of the world than a tar in the navy.

It was when she had settled down at the New York cafe that Ozzie Nelson first saw and heard her. His mind telegraphed his heart, "I came, I saw and was conquered," and heart and hand merged to press upon her an invitation to join his Glen Island Casino band.

Snyder was willing, so N. T. G. lost a stellar attraction. There was a sudden avalanche of college youths at Glen Island. For a few weeks the management wasn't certain what caused the bulge in prosperity. They thought they had turned the corner single-handed. It proved to be just Harriet and the band. She has been with Nelson ever since, and the likelihood of a permanent connection already has been suggested.

Right now there is the possibility that the films will

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Warden Lawes whose true life stories of convicted men grip listeners

Romance in the Big House

By Howard Wilcox

Continually Warden Lawes Encounters Romance in Sing Sing—the Strong, Stark Romance of Unfortunates Trying to Win Back Their Places in the Sun

On a gray morning in the "big house" at Ossining, New York, Warden Lewis E. Lawes paced the floor of his office. The humanitarian and warden—whose furrowed brow is a testimonial to his years of devoted fighting for his charges—was moved to an uncommon degree.

First, the man: He is author of that best-seller "20,000 Years in Sing Sing" and writer and narrator of the radio script of the same name. Contact with embittered, violent men of evil has not hardened him. Rather, it has made him aware of life's inequalities, of the weaknesses in a penal code which would cleanse and rehabilitate men, but which somehow falls far short of its purpose. He is bitterly opposed to capital punishment.

His sorrow this day was brought about by another evidence of the failure of the national corrective system. Before him was the case of the young man who, six years before, had completed his sentence and turned his back on a shadowed past.

"When he went out of here," the warden said, in telling of the experience later, "he forgot all save that he had been scourged for his indiscretion and that there is only one right way of living. He took a Civil Service examination for a state job which he obtained without difficulty. He filled out his application in such a way as to avoid mention of the prison sentence which he had served.

Gradually he won minor promotions, until he was able to save enough of his earnings to marry and make a home. His life has been all that any mother might ask of a son, any wife of a husband. He is married to a charming woman, and they have a daughter who adds the needed touch to their domestic Arcady.

"And today—he is out of a job, in spite of the opinions of his superiors that he was one of the most diligent and capable employees on their payrolls. Why? Because society, in its narrow-minded way, has a grudge against him.

"He had come up for a major promotion to a position of responsibility. In the years he had built up his morale and reputation he had forgotten how he worded that early application. When the new application was compared to the old, there were discrepancies. An inquiry was launched, and his prison record came to light. 'For the good of the state' he was not alone rejected for the new job, but fired from the one he was holding.

"Romance within prison walls? They teem with it—with drama—and with such tragedies as this. This thing cannot be. That inherently honest man who paid for his one defection must not be hounded. He must be permitted to carry his banners high, to continue the battle for a decent place in life. And he will be, if I have to carry the case to the President of the United States!"

Warden Lawes does not stop at suffering his own heartache. He must suffer it for many others in such Gethsemanes as this. Here is his secret—this endless contact

with romance—not the blithe, colorful romance of fiction and dreams—but the strong, stark romance of unfortunates wooing life with fervid passion to find their places in the sun.

But even romance in the popular sense thrives and flowers in the dank atmosphere of a penitentiary. Not boy-and-girl romance, but the drama of human life and interests, of love and pity. The very strain of sympathy which betrays itself occasionally in the most unregenerate of Warden Lawes' charges authenticates the claim upon which he builds all of his extremely humanitarian principles—that most criminals are normal, everyday men, turned anti-social by a variety of external impulses.

He pictured a night not so long ago, during which a particularly vicious and intractable prisoner was destined to extinction in the dreaded electric chair. As the hour of execution drew near, the doomed criminal's heart-broken and penniless wife and baby came to Sing Sing for their tragic last farewell.

Throughout the entire cell block quivered that tense thrill which marks the moments before every execution. Other prisoners, normally cheerful and optimistic, cowered in their cells, awed by the imminence of the spectre—or rattled cell doors in protest against the avenging system so bitterly opposed by Warden Lawes.

Almost before the benighted woman had walked the length of the death-cell corridor, the grapevine had spread the word that she was there. As if from shouted command, a hush calmed the air of belligerence.

"She ain't got a dime," was the sense of the message which literally leaped from cell to cell. "He's goin' out leavin' her and the brat starvin'—the rat." They could condone his part in crime; but for him to have failed to provide for his own was outside their peculiar code. Then some eager mind grasped the situation—and cleared the atmosphere.

"I'm going to start a pool for the dame," was the proffer which worked the miracle . . .



The Warden photographed as he was leaving Sing Sing with one of his conferees mentioned often on the air

By the next night Warden Lawes, through the medium of a spokesman selected by the other inmates, was tendered a purse of \$2,500 for the widow. The sum represented a dollar for each of the prisoners in the institution. This was stir money, important to those impoverished souls; but to them it made up for the shortcomings of one of their fellows, and they gave it without stint. One prisoner pledged his prison earnings for five years to give his part of the widow's mite. Yes—there is romance in penitentiaries—there are men with souls in those dreary environs.

Proof of the sentiment which breeds behind bars is evidenced by the good will of most of the prisoners at holiday times. Many and unique are the gifts made to prison officials at Christmas. Of all of his gifts Warden Lawes is inordinately proud. But there is an especial tenderness for one which he recalls most vividly.

"We had a fellow here," he related, "who was serving time for a brutal assault in connection with a robbery. He was one of the surliest prisoners in the place, unruly and vicious, in keeping with the nature of his crime. But with all of his fierce animalism there was a vulnerable spot of which I eventually learned. He was childishly sentimental about a woman with whom he had lived, and their two children.

"Trying to make him a bit more pacific about his fate, I dwelt on these three souls who meant so much to him. I made him realize that he was in for a long term, not a day of which would be gained if he persisted in his present trend. I pictured the reward for him and his of good behavior, in the form of time clipped

from the seemingly endless vista of years. Finally I held out the most tantalizing bait of all, the hope of parole.

"It worked. He ceased his tantrums, applied himself diligently—and eventually he developed into a model prisoner. In eighteen months he had made himself eligible for parole—but even though I recommended him, his

(Continued on Page 19)



Warden Lawes' daughter Cherie finds romance of her own in the outdoors. At thirteen she is an accomplished equestrienne



The one and only Roxy, who may be heard over the CBS-WABC airwaves every Saturday at 8 p. m. EST

THEM WAS THE DAYS—A forgotten page of radio history was brought to light when a reporter from this department last week interviewed PANDORA PERKINS, pioneer torch singer. Reclining on an old bass violin, surrounded by her priceless collection of stuffed microphones, Miss Perkins told how she wowed the crystal-set audience in the days when MR. AYLESWORTH was in the electric light business and nobody had discovered ROXY. "I used to burn up their ear-phones," said the grand old lady of pre-sustaining programs, shaking her silvery tresses and flicking a bit of lip rouge off her cigaret. "America's Heartburn they used to call me," she crooned, "and was I hot! When I was good I was very, very good, and when I was bad I was torrid."

In those days a radio station consisted of some tubes, a few hundred feet of antenna and a collection of phonograph records. Personal entertainers were obtained from the neighbors or from the station owner's

family, although sometimes the local vaudeville bill would supply a few suckers. Talent was catch-as-catch-could, and was paid off in doughnut holes. In 1921 a butcher in Alagazam, Iowa, approached the local KOOP with a proposition to pay for some advertising, and was kicked downstairs by an indignant station manager.

"I well recall," well-recalled Miss Perkins, "when the manager of station WWWW sent the station phonograph needle out for repairs. It wasn't returned in time, but we went on the air that night just the same. I sang for two hours before complaints started coming in. Then Elmer Tush, our announcer, read the entire evening newspaper to the audience, and old man Scroggins' daughter played her mandolin. Fortunately the studio engineer, who worked in the blacksmith's shop daytimes, was a member of the Volunteer Fire Department, and he was called out on a fire at 11 p. m. so we had to quit the air anyway."

"RUDY VALLEE hadn't eaten a single yeastcake in his life at that time," she continued, "and CANTOR would drink any kind of coffee that was handed to him. People thought the word 'audition' meant the opposite of subtraction. JOE PENNER'S duck was in egg form, and FRANK CRUMIT was just beginning to call up JULIA for dates."

Miss Perkins' first commercial was over WCTU for the Itsy Bitsy Condensed Milk Company, featuring milky-wilky from happy cowsy-wowsies. The studio was equipped with condensers, and the program theme song was Curdle Up a Little Closer. But when Miss Perkins insisted on bringing the company's chief cow in as guest artist, the sponsor failed to re-moo her contract.

Miss Perkins always felt the cow was to blame. As a result, all her subsequent programs featured the bull with consistent success, a custom that prevails to this very day.

"I have a nephew named Ray in the broadcasting business now," said the Queen of the Early Twenties. "If you see the brat, tell him I said his last week's program was a mess."

PAT BALLARD and CHARLIE HENDERSON, who wrote the words and music for those miniature musical comedy satires on the Chesterfield program, have had five offers from major sponsors. They are holding out for plenty, and I don't blame them. Their

ideas are fresh and their treatment clever. Holding out for dough is a dangerous game, though. You've got to know just when to give in, so your holdout doesn't become a stayout. Still, I think the boys will not be lost to the public ears.

FRANK LUTHER has been Kleig-lighting it in a series of shorts, surrounded by a bevy of show-dollies whose costumes are as frank and open, to say the least. The pictures are produced by the Educational Film Company. They certainly are educational, says Frank.

It was the same FRANK LUTHER who not long ago surged thru' the air as Your Lover, whispering ardent nothings to imaginary beloveds between ballads. The series was very successful, but his wife made him quit.

As the printer's ink dries on these pages, SOPHIE TUCKER, last of the red hot mamas (another adopted aunt of mine), is being feted by fellow actors with a beefsteak dinner celebrating her return from England. According to an old legend, Sophie is responsible for the precaution of using asbestos curtains in theaters. Her singing used to start fires.

THE WAY THINGS BREAK—REED KENNEDY, well known as a singer on KDKA, was discovered by an official connected with the Gulf Oil series, and signed for one trial spot on the Gulf program of October 28.

So a few days in advance Reed hopped to New York, high in spirit and hope, for his big opportunity.

And Mrs. Kennedy with him. He conferred, he rehearsed, he waited. The program started. A battalion of friends were listening in. But WILL ROGERS, in that quaint way of his, ran overtime to such an extent that a drastic cut was necessary even while the show was on the air. With that cut went Reed's song. Of course he was paid in full, but if Gulf Oil doesn't give him another chance there just ain't no justice.

Ye old scribbler of these lines wheels his piano up to NBC and the red network Mondays at seven in the evening, EST. Program consists of songs, piano playing and palaver.

Along the Airialto

By Martin Lewis

Paul Whiteman's musical scholarship, previously announced but indefinitely postponed, finally takes shape. The portly maestro has established the scholarship in tribute to the memory of his mother who died early this summer. It will bear her name and will be known as the Elfreida Whiteman Scholarship. Its purpose is to encourage young writers whom Whiteman describes as the potential composers of tomorrow and will be awarded to the American composer who submits the outstanding, fully orchestrated composition before midnight of February 1, 1935.

The award will carry a two-year scholarship at a musical college, \$25 weekly during the school terms and the Elfreida Whiteman medal. In the event the winner cannot accept the educational course a cash award of \$500 will be the alternative. Entrants must submit their works to the Elfreida Whiteman Scholarship, care of Paul Whiteman, Park Central Hotel, New York, N. Y.

"The Twilight of the Gags" seems to have set in with the return of JOE PENNER and EDDIE CANTOR to the air. Since I predicted after Joe's initial appearance with Vallee that he would be a tremendous success on his own, I do not hesitate to say now that his popularity will wane if he doesn't dress up his dialogue a bit. Surveys, it is rumored, also reveal a growing antipathy for the current Cantor scripts.

GEORGE GIVOT'S disappointment at his not being inducted into the forthcoming "Calling All Stars" doesn't approach mine. A role in the new musical would have kept him off the air. Now he is back, adding to the national rebellion against jests more than slightly frayed at the edges.

The wife of the President is certainly a radio star in her own right. MRS. FRANKLIN D. speaks her third commercial, and will be heard on Sunday nights over the CBS network. Again she will turn over to charity the fees she gets from her sponsor . . . From

all indications it seems the FRANK BUCK show will not be replaced, the sponsor being inclined to sail along with only AMOS 'N' ANDY. Seems to me they should reconsider THE GOLDBERGS. Plenty of squawks are coming in from listeners who miss this act . . . Rumors making the rounds that PHIL BAKER'S sponsor wanting him to return to Chicago and the comedian desiring to stay in New York, have caused a toothpaste sponsor and tire firm to make attractive offers just in case . . . JACKIE COOPER, the youthful flicker star, may snare a radio commercial for himself . . . The biscuit company will employ three bands for that three-hour program which they will call Let's Dance. Show starts at 10:30 p. m. Dec. 1 . . . GEORGE HUSTON, he of the magnificent singing voice, gave an audition at NBC with ROSALINE GREENE, radio's ace dramatic actress, for a beauty sponsor product. If the program hits the airwaves it will be a series of romantic sketches, which will make the hearts of the lovelorn flutter.

BUDDY ROGERS' sponsor has decided to quit the airwaves for awhile and will not replace the Rogers Show . . . Oldsmobile is one of the car makers interested in RUTH ETTING. That swell songstress is now back in New York giving auditions . . . TED LEWIS and his band are pretty much set to hit the airwaves late this month with a variety show . . . EVERETT MARSHALL is the latest radio name to sign a movie contract. Due to his Broadway music show, his flicker work will not start until late next Spring . . . Here's a bit of news for yez—HELEN JEPSON leaves the WHITEMAN program at the start of the Metropolitan Opera season, and will be replaced by LUCIENNE BOYER, who is also appearing at the Rockefeller night spot atop the RCA building. TEDDY BERGMAN will be a permanent fixture of this show, having been received favor-

ably by the audience . . . That old Eskimo, HARRY RESER, and his orchestra, are due back on the airwaves December 9 for a toothpaste sponsor. RAY HEATHERTON will be on hand to do the vocals . . . PAUL SMALL is now doing his singing with the JOE REICHMAN orchestra . . . PAUL KEAST, baritone, will give an unusual audition next week for his current sponsor. Keast has been heard on the program for the last eleven months, and while the sponsor is satisfied with the program he wants to obtain the reaction of 1,500 women, who will be present at Keast's audition in a New York auditorium . . . Local New York stations are going in for strong build-ups for their new chain affiliations. WOR started SID GARY, who can sing for my ears anytime, and will feature him twice weekly. ABS-WMCA is featuring PAUL BARRY, the Lennie Hayton discovery, on 22 stations.

JIMMY KEMPER auditioned for the Whiteman show and made a favorable impression, which means he may soon join the Thursday night outfit . . . For some time I've been wondering what happened to IRENE TAYLOR. I now learn she is in Hollywood trying to crash pictures . . . With plenty of encouragement from yours truly, LITTLE JACKIE HELLER is angling to take over the BUDDY ROGERS band when Buddy embarks for foreign shores. Don't you agree that with his personality, voice and knowledge of music the kid would go great as a bandleader? . . . ANDRE KOSTELANETZ, his orchestra and Variety singers are making their first discs, which will carry the tunes from a forthcoming Broadway musical . . . WALTER O'KEEFE is another who is spending some time in the recording studios. The Caravan's M. C. has recorded four of his original nitwit hymns, Father Put the Cow Away, The Bearded Lady, The Gambler's Wife and Always a Bride-maid. What—no Man on the Flying Trapeze? . . . RAMONA is now a full-fledged aviatrix and is wearing aviation wings in her hats to prove it . . . MORTON DOWNEY is going over big in his newest engagement, at the Palais Royal.

Are You Listenin'?

By Tony Wons

Let's make the best pies we can, put on the best shows we know how, play the finest tunes we are capable of, build the nicest furniture within our power. Take pleasure in the present moment, even though it may be only a moment of reading a book or walking out in the fields or under the stars in the city or watching some sparrows squabble—or listening to a radio program.

Air is still good to breathe, cool clear water good to drink, plain food good to eat when you are hungry. The sunset is still beautiful to see. Men and women still greet each other with "How d'you?" and smile. And there is still hope in the human breast that in some future time... maybe a hundred years from now... we will all be in a land where there is no pain and sorrow. And if we are conscious at all at that time there will be better food to eat and purer water to drink and plenty of work we love to do and plenty of time to rest.

So, whatever is happening now, all is well. I only hope there are no golden streets up there if I'm admitted. I would rather have a nice cool earth path leading through a fragrant wood, soft and soothing to the bare feet. No golden streets for me!

Speaking of kids, a little boy went to a chemist's and said "I want a box of powder for my sister."

"Certainly. Do you want the kind that goes off with a bang?"

"No, I want the kind that goes on with a puff."

You know those Texas rangers are a brave lot. There isn't anything they won't tackle. I once heard a story about them... There was a serious riot down there and the Mayor wired the Governor of the state to send down some Texas rangers to quell the riot. Well, the train came in and the Mayor was at the station to meet them, but only one ranger stepped off.

"What?" said the Mayor. "Where is the rest of your outfit?"

"My outfit?"

"Yes, where are the rest of the rangers I asked for?"

"Why, what's the idea? You ain't got but one riot here, have you?"

When James A. Garfield was president of Oberlin College a man brought his son for entrance as a student. He wished a shorter course than the regular one.

"The boy can never take all that in," said the father. "He wants to go through quicker. Can you arrange it for him?"

"Oh, yes," said Mr. Garfield. "He can take a shorter course. It all depends on what you want to make of him. When God wants to make an oak he takes a hundred years, but He only takes two months for a squash."

Yes; well I heard about the man who wouldn't send his daughter to college. He said he wasn't going to spend a lot of money to educate her so when she came home she could continually criticize his grammar and etiquette.

A letter comes in from a young man about to be married, who wants to know how you can tell whether a young lady will make a good housewife. That I don't know.

Most men find that out after the deed is done, and then it is too late to do much about it. But if you are willing to take the advice of someone who says he knows, here it is:

"You can safely bet on the success of a girl's marriage if her wedding outfit includes only one lounging robe but six kitchen aprons."

Sounds all right to me.

Well, as somebody once said: "When is a joke not a joke?"... "Usually!"

And as for advice, you might consider this remark that comes from an optimist: Don't worry so much about the business outlook, just keep on the lookout for business.

What a strong hold habit has on some people. Amazing! Why, I read about a man who got into the habit of tipping every waiter who served him. You soon get that way, you know, eating in restaurants and hotels. You either get the habit or else. Well, this fellow got it so bad that at meal time if he wasn't hungry he'd walk into the restaurant anyway, tip the waiter, and walk out without even eating a meal.

And speaking about meals and hotels: At a small town hotel the guest went into a fit when the bellboy pounded on his door and tried to get him out of bed.



The head of One Man's Family and two other of the cast: Bernice Berwin, J. Anthony Smythe and Kathleen Wilson. The NBC program takes a new period on Wednesday, November 21

"What's the idea of disturbing me this early in the morning?" he shouted.

"But, sir, it's nearly eight o'clock and they have to have the sheets. They're waiting for breakfast!"

Speaking of weather conditions, the boarder remarked at the supper table:

"Ah, madam, your steak is like the weather this evening... rather raw."

"Indeed," she answered, "your board bill is like the weather, too... unsettled."

More of Tony Wons' homey philosophy may be heard by tuning in his program, *The House by the Side of the Road*, Sunday afternoons at 5:30 p. m. EST over an NBC-WEAF network and at 4:30 p. m. ST over a split network. The program is sponsored by S. C. Johnson & Son.

Reviewing Radio

By Martin J. Porter

Last week a difference of opinion between the sponsors of *The Big Show* at CBS and Dave Freedman, writer of the Block and Sully scripts, developed. The sponsors doubted whether the script was funny enough. Freedman naturally thought otherwise. But each side wanted to be fair. Freedman then advertised in the dailies for 20 men to sit in on a preview as a jury. These men were required to be mean, cantankerous, ill-tempered, sour-visaged and cranky. Freedman bet they would laugh.

When the jury assembled, the sponsor rose to ask why only 20, and not 24 men, had been summoned. Freedman's answer was to point to four radio editors who had just arrived and taken seats with the other meanies!

For five years it has been customary for the American Academy of Arts and Letters to award a gold medal to the radio announcer who has used the best diction during the year. MILTON CROSS, as will be recalled, was the first winner; then came ALWYN BACH, next JOHN HOLBROOK, then DAVID ROSS and finally, JAMES WALLINGTON. And finally is correct. There will be no medal award for 1934.

That's because the Academy is not pleased. It believes winners of diction medals should walk with dignity—and keep their jobs. John Holbrook was fired, James Wallington became a stooge—and shortly after having the medal pinned on him, he went into vaudeville with a comedian and was the butt for slapstick gags. If there is to be a medal for 1935, announcers will have to remain dignified.

Judging by the pannings this sector is getting in the Voice of the Listener Division, I probably ought to announce myself a candidate for a friction medal. The Campana Company was most inconvenienced by a statement here giving the Gibson Family and *One Man's Family* credit for pioneering in drama especially devised for radio.

Quite properly, Campana points out that its First Nighter shows paved the way.

As to my complaints about WILL ROGERS hemming and hawing; about the bumper crop of symphonies; and the cacophonies of the Callowayites—the mail from the listeners has been overwhelmingly on my side of the fence.

The Gibson Family, by the way, has decided to stay on the air. OWEN DAVIS and his son will do the scripts, which hitherto had been the work of COURTNEY RILEY COOPER.

Mr. Cooper you may remember as the author of a novel, *Boss Elephant*. In gracefully bowing out of the Gibson Family picture, Mr. Cooper says, nodding sadly, that it was less difficult for him to write the entire novel than it was to do a single script for one radio musical-drama broadcast.

"That is," he explains, "probably because when I was writing *Boss Elephant*, I didn't have to stop to let the elephants sing."

The British Broadcasting Corporation has accomplished a deed in behalf of the public weal, which might well be emulated in the United States. For two years BBC agents have been busy collecting old jokes. These have been published and posted in the studios, and any comedian caught using any of them is tossed off into obscurity immediately.

MAJOR BOWES, who runs an amateur hour at WHN, rings a bell when the aspiring artist turns sour. This technique could be applied to comedians by the networks. Whenever a gag is out of date, a studio man could clang a bell and stop the program.

This bell-ringer could be called the Studio Auctioneer—"Going, Going, Gong!"

Radio broadcasting and the telephone industry seem to be the only thriving institutions. Outside their field, the only item that seems to be rising consistently is PROFESSOR PICCARD'S balloon.

If ever there arises any trouble with orchestras in New York, the NBC always is assured of a 1,000-piece outfit that can produce music with only one artist on the job. And trouble or no trouble, this 1,000-piece "symphony" will function for the audience within a few weeks. The music will come from the world's most modern organ in Radio City. It is especially designed for broadcasting, and can reproduce almost unlimited numbers. It has three keyboards of 61 notes each, and 20 pedals. These operate magnetically 1,024 pipes built in a special loft. There are harps, chimes, woodwinds, strings, effects—and heaven knows what else! When the instrument is in working order it will be the source of a regular series of concerts.

There is mention of radio, they say, in the ancient Talmud, compiled thousands of years before the Christian era. But it must have been buried during medieval times, and thereby the torturers of those gloomy years missed on a few refinements of their art. If they were alive today they probably would have indorsed the following exquisite means of torture:

Placing a comedian at a microphone with a Joe Miller book just beyond his reach.

Announcing the names of all orchestra members except the leader's.

Giving a sponsor a dead mike over which to announce the virtues of his product.

Making an artist whose press agent claims he gets 10,000 letters a day produce them, or write that many.

Forcing the oppressed reader to peruse the effusions of Lewis, Plummer or Porter.

Myrt and Marge

By Arthur Kent

Both Myrt and Marge (Myrtle Vail and Donna Damerel Kretzinger) went on the stage at the age of fifteen, in real life. And both in real life and in the Myrt and Marge scripts, Myrt is Donna's mother. At sixteen, Miss Vail married romantic George Damerel, later famous as Prince Danilo of the Merry Widow. First child of this theatrical union was Donna. When George, the second child, was born, Myrt and her husband were big time vaudevillians, making a fortune. Donna (the "Marge" of today) joined her parents' act at fifteen. But her father and mother soon left the stage—he to make and lose another fortune in real estate, Myrt to retire. Shortly thereafter Marge married a young man she thought she loved. Then the depression came and all three Damerels found themselves up against it.

As a housewife, Myrtle was miserable. They were living in Niles Center, a Chicago suburb, practically broke. More and more, month by month, Myrtle resented the whole set-up. Hardships she could stand—her years of trouping had proved she could "take it"—but now Myrt felt cheated. Her husband's triumphs were over. It would be in the nature of things for him to abandon the stage forever. But she was years younger than he. And always—



season after season—she had been looking forward to some triumph vast but vague; some glory greater than any she had experienced yet. Now she found herself retired, without having reached that triumph, and this puzzled her and made her bitter.

Furthermore, for a long time Husband George and she had been drifting apart. Even today they still are friends, but years ago they had ceased to be lovers.

All these things brought turmoil and resentment to little Myrtle. Still young, she had reached that point in life when a woman takes her first real look backwards, across the years of youth. And when a woman looks back, anything can happen. Lot's wife was turned into a pillar of salt—Myrtle Vail into a radio playwright. For it is from her reminiscences that the Myrt and Marge series springs. And in the success of Myrt and Marge, Myrtle has attained that outstanding triumph which—up till that time—life had withheld from her.

But there were to be heartaches and outbursts before that great success could come. Probably the first of the outbursts should be called the Episode of the Oilstove.

In their Niles Center retreat, they cooked with oil because the gas mains hadn't been laid to their house. George, the ex-real-estator, explained this perfectly by saying that they lived on the fringe of development. He said this over and over.

"Until," says Myrtle, "I grew closer and closer to the fringe of lunacy." Then came the day she spent hours cleaning the oilstove. "When I got through," Myrt tells, "it was no cleaner—I was much dirtier." And that was the moment somebody selected to ask a little haughtily, "Isn't it nearly dinner time?"

Whereupon Myrt snatched up a kitchen chair and smashed the oilstove! "And the family," she tells, "thought I had jumped that fringle!"

As time passed, Myrtle became more and more desperate. Bitterly in those days did she regret a great mistake made early in her career. For years before, a rising producer named Cecil de Mille made her an ex-

When a Woman Looks Back Across the Years of Youth, Anything Can Happen. Lot's Wife Turned into a Pillar of Salt—Myrtle Vail into a Radio Playwright



The entire Cast, Myrt and Marge in circle above and (from left) Vincent Coleman, Biddy the Cop; Ray Hedge, Clarence Tiffinguffer; Karl Way, Francis Hayfield; Violet Le Claire, Agatha Folsom; Reg Knorr, Sanfield Malone; Vinton Haworth, Jack Arnold; Eleanor Rella, Billy; Dorothy Day, Phyllis Rogeis; Ray Appleby, Jimmy Minter

cellent offer. She had refused—because she did not believe in the future of movies!

"I'm sick and tired of living this way!" Myrtle stormed one day. "I'm going out and get something to do!"

"Jobs are very scarce," her mother-in-law said sweetly. "Even scrubwomen are finding it hard to get work!"

"Before I scrub floors," cried Myrt, "I'll be a—soubrette!"

"Aren't you getting a little old for that?" suggested George Damerel in his most princely manner. Now Myrtle hadn't minded the suggestion that she scrub floors—having scrubbed her own often enough—but she bitterly resented her husband's hint that she was getting too old for the stage. She who often was taken for her daughter's sister! It weighed on her mind.

One night she got out of bed at four o'clock—and into her head there popped the idea of a radio series,

based upon the story of a stage mother and daughter who did a sister act. And she decided—right then and there—to sell it to Wrigley's!

Not knowing she had picked the toughest prospective sponsor in radio—a firm that had auditioned and turned down literally scores of expertly-prepared scripts—Myrt began to scribble dialogue for their 1000-to-1 shot at new success. She showed no one but her son George what she was writing. And this lad—already a seasoned radio fan—became her audience, critic and advisor. The first "Myrt and Marge" fan! Myrtle wrote ten scripts, obtained an audience with P. K. Wrigley with the help of a friend—pawned a ring to buy a dress for the interview—and sold the series! To this day Myrt keeps that ring in hock because she thinks it brings her luck to do so.

"Myrt's latest success is a true fairy-tale!" declares Daughter Donna. For Donna—or Marge—had been having troubles of her own. She had achieved her childhood ambition to go on the stage. But so far this had brought her more grief than glory.

After the breakup of her parents' act—in which Donna had made her debut at fifteen—she danced and sang for two years in Chicago at Vanity Fair. For a short time she was in vaudeville touring the Middle West.

Then came disaster. She was offered what she considered an opportunity to become a great dramatic actress.

The villain of the piece was a lad named Jack Griffith. He had a lot of good ideas. One of which was that Donna should marry him. She did—rather because she hoped thereby to enter more fully into the life her parents had left behind, than because she loved him.

They went to Kansas City—landed there with 65c—and climbed into a window of his aunt's house, the aunt being away. Then they joined an astonishing stock company that toured the countryside in a rickety bus. "They never paid us," Donna tells.

Donna landed home when her parents' troubles were at their worst. She and Jack separated five times in twelve months. During this time Donna received a nice offer to go on the stage, but little Chuckie, her baby boy, was on the way and she couldn't accept.

Never did four people seem so utterly trapped by life as did Myrtle and her husband, and Donna and Jack Griffith, at that time.

And then came the astonishing success of Myrtle's 1000-to-1 shot. For Myrt and Marge pleased the public even more than it did the Wrigleys. And this success lifted two real troupers out of despair into happiness.

Quietly and with dignity, both of the hopeless domestic tangles were settled by divorce. No disgraceful wrangling attended this. Everyone realized that there was no other way out, and accepted the situation accordingly.

Today, Donna is extremely happy as the wife of Gene Kretzinger, of the Gene and Charlie team—a modest and manly young fellow with a career in his own right. Their joint ambition is to own a ranch in Arizona.

And Myrt? She's looking for new worlds to conquer. She's going to write a book!

"Myrt and Marge" may be heard any evening except Saturday and Sunday, over a CBS-WABC network, at 7 o'clock EST, and later at 11 o'clock EST. The program is sponsored by the Wm. Wrigley, Jr. Company.

Want to Write a Song?

By Vaughn de Leath

If You Are Bitten by the Song-Writing Bug—Learn the Facts from One Who Knows. And Vaughn de Leath Says: "If You Have Real Talent, and Are Willing to Work, You May Be Another Gershwin" . . . You May!

If you have not been bitten by the song-writing bug, pat yourself on the back, for you are in a class by yourself. This breed of insect is as abundant as mosquitos in a swamp. Rich and poor, young and old, thin and otherwise—few are immune to its stings. From dishwashers to artists, social lions to housewifely wrens, varsity crews to dressmakers, sailors to bookkeepers—all—all seem to feel they have been inspired to blaze a trail of glory in the song world, or to pick dollar bills like leaves off plum trees, or to pay off the mortgage on the old homestead. Poor dears, I sympathize with every one of them and respect their righteous intention—but oh, if they only dreamed how different are their expectations from reality!

To begin with, the field is frightfully overcrowded. One must realize that of the number of songs published each year, only a small percentage can be hits—and it is only reasonable to assume that most of these are produced by professional writers. In the American Society alone are over seven hundred members, who, before they are even eligible for membership, must have a group of successful songs to their credit.

These writers are especially trained for their life work, as is the case in any other profession. Song writing is a business and has a commercial angle as well as an artistic aspect. Not all of these composers have real technical knowledge it is true, but they are in, and of, the music business. They spend a great deal of time and effort in studying its peculiarities. They spend hours in the publishing houses presenting their songs, teaching them to singers, interviewing bandleaders to have them played, making contacts with radio stars, etcetera. In fact the most successful writers are on the floor at the publishing houses; that is to say, they are there to boost their own numbers when musicians come in.

The song market is not exactly a closed door, as many persons accuse, for a publisher will publish any song that he thinks has unusual merits, no matter who writes it. But it is reasonable to suppose that he would rather take his chances with a proven writer of hits when he gambles his ten thousand dollars on a song. That is practically what it costs really to try out a tune, for in addition to the writer's contacts with singers, leaders, etcetera, he has a following with the public. Persons who

purchase music and records are more interested in the latest releases of Irving Berlin, Walter Donaldson, Harry Woods, Billy Hill and Fred Coots, to name only a few, than in a song by an unknown writer. Mind you, these new writers do have hits occasionally, but that is the exception rather than the rule.

So we find that the field already is overcrowded with song writers whose real business it is to write songs.

That certainly narrows down the chances for the person who "makes up the words to a song" or "makes up a tune."

How do I know so much about it?—I know about it from experience—experience from all angles; that of a writer, a radio singer and as the recipient of literally hundreds of letters beseeching me either to sing the songs these inexperienced writers have perpetrated or imploring me to have them published. I usually am unable to do either one, for the songs are seldom, if ever, useable; besides, there are artistic reasons which will be mentioned in a moment.

Scarcely one-tenth of one percent of real ability is displayed in the majority of these songs, yet it is difficult to convince the amateur of this, primarily because every one seems so self-confident and assured of his own ability, and thinks that the music field is a gold mine which anyone can enter and reap a rich reward, without preparation or special ability.



Vaughn de Leath, one of the first to sing over the radio, and still on the air



Irving Berlin, composer of an unusual number of hits—whose career matches that laid out by Miss de Leath for budding writers

The men and women are legion who think they can string a few words or a line of notes together and have a big hit. Some are even foolish enough to spend money to have their efforts published. Then what happens? Exactly nothing! For who (Continued on Page 29)

Famous Composers

By Mark Herringham

In all the annals of music, no composer ever was more sincerely loved by his friends than the great Schubert. He had a genius for friendship, and much of that quality which drew others to his personality still lives and laughs and sings in his music. His renowned, blood-stirring Military March in D will be played on NBC's Music Appreciation Hour, Friday, November 16, at 11 a. m. EST.

He needed his friends, for the world in the days of Franz Peter Schubert was even less kind to its geniuses than it is today. Poverty, neglect, and contempt frequently were their lot, and Schubert was visited with more than his share of all three. In those days, even when a man of talent found a patron—usually a wealthy aristocrat—all too frequently he was treated as a servant.

One of the many tragedies of Schubert's brief life was his hopeless, secret love for the youthful Countess Caroline, of the wealthy aristocratic Hungarian family of Esterházy. The young musician had counted himself lucky to obtain an appointment in the Esterházy household to teach music—even though this meant living and eating in the servants' quarters, and receiving treatment such as few American servants today would tolerate. Today, the Esterházy name is known to posterity only because that family once afforded inadequate shelter to the great Schubert!

It is no wonder that the young musician ceased to cultivate the aristocracy and became a thoroughgoing Bohemian, writing heavenly music on the backs of menus while eating and drinking beer with merry friends. But alas, food and beer often were too scarce. Undernourished, the young man died of fever at the age of 31. That was in the year 1828.



Franz Peter Schubert died at an early age, yet he is considered the master writer of songs of all time

In spite of his tragically early death, this mighty genius literally poured musical compositions out of his soul. In all, they number more than 600! And he is known as the greatest songwriter the world ever has seen. Many poets of his day still are known because Schubert, setting their words to music, gave the verses an immortality not their own. In the year 1815 alone, Schubert wrote 115 songs and 74 other compositions! Had he lived today, when a musician's income does not depend upon the whim of an aristocratic patron, he might have died wealthy—providing Tin Pan Alley could have recognized the merit of the songs and symphonies of a living genius. As it is, modern song-writers have borrowed a great deal from the dead Schubert. Even parts of his masterpiece, the Unfinished Symphony, have been jazzed!

In addition to songs and symphonies, Schubert wrote operas, church music, chamber music and a number of delightful piano compositions.

He liked to write operas, but somehow just missed outstanding greatness and success in this and other well-paying forms of theatrical music.

A mass, written when he was eighteen, is considered by many competent critics to be one of the finest pieces of church music of all time.

But perhaps it is in his symphonies—particularly the Unfinished Symphony and the C Major Symphony—that the soul of Schubert finds complete expression. In them he has told the story of his days. The shadowed sadness of his sorrow in them is shot through with the gleams of happiness—of friendship and of yearning—which were the only compensations life gave this young man.

Voice of the Listener

Winch'll It Be?

Dear VOL: Woodhaven, L. I., N. Y.
Tell Walter Winchell to stop passing out the orchids so freely and send them to Kathie K. of Washington, D. C., and to Minerva, also of Washington, for their letters of praise for Kate Smith.

You might also send some orchids to H. G. H. of Junction City, Kansas, who is also an ardent Kate Smith fan. But please, H. G. H., praise this great artist as much as you like but not the time of day she is on. Too many letters doing that and the business fans will have to give up in despair for we're always in hopes that it will be changed to a later hour.

I say put her opposite Rudy, and she'll walk off with the prize. Katherine Caruthers

Latin You All In

Dear VOL: Chicago, Ill.
More and more the music of Latin America is gaining in popularity with listeners who are looking for something "just a little different." They find in those ecstatic tangos and barbaric rumbas a certain something which no other type of music possesses. Carlos Molina and his South American orchestra have done much to popularize this music over the air, and NBC is to be congratulated for its Mercado Fiesta Mexicana presented each Saturday evening and featuring the lovely old Mexican melodies. I have recently formed a club sponsoring Latin-American music and artists, with headquarters at 7321 South Shore Drive, and would like to hear from all interested readers. Jean MacKenzie

Another Club Bid

Dear VOL: Greensboro, N. C.
This is a protest! Just where does Carl L. Krans of Hazelton, Pennsylvania, get the idea that he knows anything about fan clubs? Has he ever belonged to any? If he has, I hardly believe he would talk as he did in his letter on your page recently. I am a member of several fan clubs, and I know nothing could be more sincere. They not only give pleasure to the members, but they do a lot of good for the artists they sponsor. I believe if Carl Krans were to try being a member of just one fan club for a while, he would change his ideas about them all. Virginia Shelton

Noble Experiment?

Dear VOL: Chicago, Illinois
I agree with the letter written by P. J. Hoke about Ray Noble and his band. I guess it was all right with the Americans when Duke Ellington, Cab Calloway, Mills Brothers and Hal Kemp went over to England and gave them a taste of our jazz. Now when Ray Noble wants to come over here the American unions will not permit him to play here. They even went as far as to say that he will not be able to direct a band of American musicians. I consider his band among my favorite bands like Casa Loma and Hal Kemp. Well, at least the Union can't ban Ray Noble's records in this country. That's one for our side. I'm not an Englishman either. Henry Grier



Your Time Is My Time

Dear VOL: Philadelphia, Pa.
Why can't something be done about certain favorites being on the air at the same time? For instance, why do Ben Bernie and Bing Crosby have to be on at the same hour? Ben Bernie is one of my favorites and he has always been heard on Tuesday at nine o'clock. On the other hand, Bing Crosby's time was eight-thirty on Monday last season. Crosby isn't one of my favorites, but I do like the Boswell Sisters. The same can be said of Fred Allen and Burns and Allen on Wednesday, and Walter Winchell and Will Rogers on Sunday. Why don't they do something about it? Edna Rogers

This department is solely for the use of the readers as a place in which to voice opinions and exchange views about radio. Address your letters to VOL editor, 731 Plymouth Court, Chicago, Ill. You are invited to send in your photograph when writing but this is by no means obligatory.

Great Godfrey

Dear VOL: Orangeburg, S. C.
In reply to Miss Therese Van Dorpe, who asks the whereabouts of Arthur Godfrey, former leader of the Metropolitan Parade barrel of fun, I can say that Mr. Godfrey is still very much in radio. His home is in Washington, and he is one of the best of the entertainers connected with WJSV, the Columbia station there. I agree with her that his fun in his conversations is very spontaneous and enjoyable. His regular morning program is, in my humble opinion, the best of its kind that the ether waves will see for a long time.



Say, Mr. Editor, why is it that so many people want to imitate a guy that's good when they know they can't do it? We know of a fellow in our sister state that would be good if he never tried to imitate (and so unsuccessfully) our friend Godfrey. Charles Benedict, Jr.

Dregs In De-Cantor

Dear VOL: Conshohocken, Pa.
I wonder what is the matter with Cantor; he told a rotten joke that insulted the Polish people, on Sunday, October 21. Now why did he pick Kosciuszko for his jokes? Is he not satisfied that he lives in a free country that Kosciuszko fought for? If he thinks he can tell jokes like that on the Polish people, and get away with it, he's greatly mistaken. We believe that soon he will try to tell jokes on United States and try to insult it too. We demand an apology, or no Chase and Sanborn coffee will be in any Polish home. We organized a committee to stop listening to Cantor and will get in touch with many Polish people to stop using the product he advertises. Watsy Klineciewicz
Harry Swedkowski
Edmund Pienkowski
Michael Zeltowski

For Deever's Reasons

Dear VOL: Sharon, Pa.
I've a 'cart. Why the bloody 'ell did they 'ang Danny Deever? I've heard the song several times, and last night Lawrence Tibbett sang it. But he got so excited and spread himself all over the mike telling us that they were 'anging Danny Deever, and I've never been able to find out, and no one can tell me why they hung the poor fish. Be a pal, Tell a chap. But don't shout it. Tell us gently. Why did they hang Danny Deever? A. R. Clarke

Bing! Bang! Bob!

Dear VOL: Toronto, Canada
What is all this we hear about Bing Crosby having a rival? And why should Bing abdicate in favor of his brother? Bob Crosby may be a very good singer and here's to his unbounded success, but I am sure that no one, no matter how wonderful, could ever fill Bing's place in the hearts of his many ardent admirers. So I say—Three Cheers For Bing!—who, as far as I am concerned, will always be THE KING. L. A. W.

Irresistible Urge

Dear VOL: Holland, Michigan
Natural disinclination to break into print must give way to the urge to do something to bring back to the radio the finest skit the radio has given us. The absence of "The Goldbergs" on the air leaves a sad gap for the many lovers of that program. Can't we have them again? G. C. Priestman

Hale, But Not Hearty

Dear VOL: Batesville, Ark.
How can a sponsor expect his program to sell his product when he persists in constantly antagonizing the radio public with changes in the program? Several sponsors are guilty of this, but most outstanding is the Ward Baking Company. Just when the public was beginning to take interest in the Ward broadcasts last summer, the show suddenly folded up and an entirely different type of program headed by Buddy Rogers was inaugurated. At first this feature was broadcast on but few stations, but now it has become one of the most popular programs on the air—despite the fact that the spot is opposite Joe Penner.



The show is entertaining and different; it is not surprising that the public has taken to it, as letters in VOL testify.

But do the merits of the program mean anything to the sponsors?

The answer is NO. Probably some director of the baking company is displeased, and so off goes the show in its entirety! Thomas Hale

Love's Labor Lost

Dear VOL: Milwaukee, Wis.
Have just read Clare Talarico's letter of Eddy Duchin's failure to answer requests. Eddy isn't the only one. I may be going against RADIO GUIDE's favorite, but Wayne King is another. I have written to him six times, his sponsors twice, and pleading letters in every form to Lady Esther. All I received was face powder, and me a young man. Let those maestros wake up to their fans' letters. Jimmy Nelson

Love vs. Loyalty

Dear VOL: Jersey City, N. J.
In this week's RADIO GUIDE, in the VOL department Carl L. Krans gives his opinion of fan clubs. I would like to say I happen to be a member of a fan club that bears the name of a young tenor.

I am a good many years older than that tenor and have passed the crush days. How can Mr. Krans feel the way he does about people who organize a club to encourage such people as Jessica Dragonette, Frank Parker, Lanny Ross, Phil Ducey and Conrad Thibault? Agnes Wertheim

Glens Falls For Bing

Dear VOL: Glens Falls, N. Y.
My grouch is not for radio, but for the fans that complain about Bing Crosby and Ben Bernie being on at the same time. I can't see how any one can stop and even think of Bernie when Bing is on the air, although I never missed a program of Ben Bernie's last year. I wouldn't tune Bing out for any one living. He is the finest thing on the air today. Mrs. Grace Stewart

From Soup to Nuts

Dear VOL: Milwaukee, Wis.
Of what can the people who sell the Fiorito band be thinking when they permit his grand music to be just background for the disjointed, uninteresting, and unamusing dialogue of Hollywood Hotel?

After listening to four programs, I am convinced that the soup show is hopeless. Even those who use and like Campbell's soup are not in favor of having it crammed down their throats for a full hour at a time. Ted Fiorito's music ranks with the best, and I'm sure that his loyal fans would appreciate more of it, and a little less soup and MUCH less scrappy dialogue. Genevieve V. Sanderson

Strife Begins at 50

Dear VOL: Painesville, O.
I note that most of your correspondents appear to be young people and I wonder if you can spare space for a few lines from an "old timer" well past fifty years of age.

First, let me say that the RADIO GUIDE seems to me as much an essential to the intelligent radio listener as a time-table is to the traveler. Busy people do not have time for a hit-and-miss "air fishing."

I agree with Misses Bivens and Reeves that radio listeners who have radical dislikes for certain programs would do well to turn their dials more and "squawk" less. A glance at the RADIO GUIDE and a turn of the dial is sure to bring in a satisfactory program to suit the taste of almost any listener any day in the week.

About radio advertising: What would it cost the radio public for talent, each year, if it were not for the commercial sponsor? Let the objectors whose delicate nerves are so jarred by a few words of advertising give that angle of the question a bit of contemplation. H. E. Corey

Likes Kaltenmeyer

Dear VOL: Springfield, O.
Glad to see Vic and Sade and Honeyboy and Sassafras receiving the recognition they deserve in letters to this column.

It is also very gratifying to hear Borrah Minevitch and his Harmonica Rascals back on the air with their unique and incomparable harmonica music.

However, there is one favorite program that has been missed lately and that is Kaltenmeyer's Kindergarten. When is this delightful feature coming back to the air? Henry Ibrag

Soap Be It

Dear VOL: Harvey, Ill.
Many prunes to CBS for putting Bing Crosby's program opposite that of the "Ole Maestro." Surely Woodbury's cannot expect to increase their listening audience by putting their program opposite the popular Ben Bernie. Or don't the sponsors have anything to say about the time element?

And now, I would like to say something about Rita Lane. I think she has the loveliest voice in radio. Tune her in on the Carefree Carnival and I am sure you will agree with me. R. E. B.

The New Cooper Union

Dear VOL: Worcester, Mass.
I want to send some orchids to that lovely new CBS baritone, Jerry Cooper. Everyone seems to forget him, so if he has any fans, which I hope he has, let's get together and tell the world, as he is very nice to listen to, and I hope he gets a break soon so we can hear him often. Some of the singers we listen to are sickening and it is a pleasure to listen to this lovely voice come over the air, to bring us pleasure in the dull hours that are to come. So let's get together and rave over someone who really is grand. Three big cheers for Jerry Cooper. Miss P. E. Paradise



The Inf-Amos Andy

Dear VOL: Fairbury, Nebr.
Haven't noticed any letters from Nebraska. Just to let you know we are listenin' will write you a few of my likes and dislikes.

Amos and Andy were at one time very likeable, but have been slipping for two years. Especially the new racket. Or rather the same old one under a new name. It's just the same old line: Kingfish, Andy and all the rest of them grafting and living off dumb Agnos. They had become a little interesting when Roland Weber put Andy to work and stopped the grafting Kingfish.

Everyone I know has become "regusted" with this new series. Bill Hay is a wonderful announcer. Mrs. W. C. Wiman

Third Degree By Radio

"Calling All Cars"

By Moorehead Green

**Even Before the Crime Was Broadcast,
This Holdup Man Had Been Apprehended
on Suspicion. Radio Proved the Supreme
Defender of Law in Wichita, Kansas**

[illegible]

'Bolsheviks hard to work. Chain store competition is fierce, and you have to keep open long dry hours to make a nickel.'

Ma Rice smiled ever so slightly. If the men folk want to be a bit about hard times that's their privilege. A man wouldn't be worth much if he took things lying down. So Ma said nothing.

It was deep with a glow of those
two through the lighted window of
that store that sat—the stranger
had been doing for some minutes—
you probably remember, the
kindness and sturdy tone
of his voice, the glow of
his eyes, the real, the sat
was the only one to the
certainly, the only one to
Hunt, the only one to
and the only one to
entirely, the only one to
the very best of the
the new and greatly



Sergeant E. O'Connor was an old enough hand at the game of taking crooks to out-think even a radio alarm



Sergeant Crosby—known to his intimates as "Bing"—at his desk at Police Headquarters, from where he broadcast the alarm after the Rice holdup.



David Paul Simpson, "the burly man in black" caught running through an alley

...ing set
... ..

The 11-year-old white Pa. was a first grader. He had blue eyes, fair skin, a black coat and cap. His features were typical of a white Pa. and Mr. L. was of him.

For the first two years, the results were mixed. In the first year, the results were mixed. In the second year, the results were mixed.

Then the strange man began to

...and a stock of steel, mostly
...on an open market. A big lot of
...the steel is now being sold
...at a price of \$1.00 per ton, which is
...a price of \$1.00 per ton, which is

... stranger, flashing the snowed
out of a man's view as business. Re-
storing a old man's...

Received him in a friendly "Carroll Park" and Mrs. R. Neither husband, nor wife showed the slightest trace of fear. Snows the grocer elevated his

'Master,' he cried, 'I'd sooner
lose my money than my life and my
country.'

You're right when you say that the
the door and open that
and I'm not sure if you
and I'm not sure if you

He then went to the entrance of the valley which divides the high region of the mountains from the low land to the westward, and explained the geological structure.

The Russes could watch the life-blood in their little bodies being drained before their eyes while they stood helpless. He backed to the door.

"Don't move for five minutes," he rapped and disappeared into the night again.

disappeared from the big man's sight. Nor, either had he been seen, than Rice dashed to the telephone. In little more than a minute he was connected with the police. In a minute or so more he had given a short description of the man. There was no trace of Kansas or of the big man's speech as he described the gangster. At the time he called, Rice was holding a hat.

He gave the young man more than a thousand dollars to go on a trip to Europe and to find a good job.

[illegible][illegible][illegible]

even before the case was analyzed off for search by radio carbon dating. Prices were being inflated to a few points of error. And to understand the impact of these separate factors of this causal case it is imperative first to consider them one by one and then to see how sw. try radio fitted them together.

First there was the holup. Second the criminal running the place. Third the police. Sergeant Armstrong, a white, Irish-American cop, packed out a white, Irish-American jury. The first witness to the case was the detective. At that time it was the custom to let the jury hear the prosecutor's case first. Then the defense. At that time, O'Connor would ask his jury about the blacks from the neighborhood. He would ask them if O'Connor had any friends from the neighborhood. Then he would ask them if they knew any of the cops who were on duty.

And neither at that moment had the woman any way of realizing what her fate was. She had started up. As the fugitive dashed to the rear of every store, he took it up and down Jack Peters Street. It was deserted. The thug started to run. Not because he was afraid of being picked up— (Continued on Page 28)

Radio Road to Health

By Shirley W. Wynne, M. D.

From Fifteen to Thirty Are the Dangerous Ages. Here's Why

The period of ages between fifteen and thirty years might well be called the dangerous period. During this time we pass from childhood to full maturity, and during this period we are most of the child with its peculiar reactions and susceptibilities. The child's mind is not yet formed and as yet is so plastic, if we are to believe the old proverb, that it will take any shape.

[illegible]

At times it is as if you're looking at the wrong guy. They're the wrong guy. The paw prints show that the girls were being hit for greater extent than they allow. They're the wrong guy. As her cat is pouncing, she's the one who's pouncing. On the ground, she's the one who's pouncing. The result is that you can see what we can't see. The frequency with which tuberculosis attacks girls between the ages of fifteen and nineteen. This is the one exception. It's the only girl who gets plenty of sleep, plenty of fresh air and plenty of exercise. And I'm not sure that's the only one making for late hours. It'll be a good day.

Here, death is the consequence of death in the adult and group. Chinese spirits also appears in this time as a cause of death. As such, it is very likely that the occurrence of infectious diseases during childhood, this fact makes us realize that health in childhood means health in adolescence and adults in early adulthood. Only now we began to recognize that minor serious illness may lead to more serious health consequences.

During the years 1920 to 1934 the percentage of death from lung disease is far greater than that from any other cause. And during this period young men fall victim to the disease more than women.

Into their lives and into the question of marriage itself. The marital relationship is a healthy and life-giving partnership. The young people who are entering this relationship should be aware of the responsibilities that they are taking on. They should be aware of the fact that they are entering a partnership that is for life. They should be aware of the fact that they are entering a partnership that is for the good of the community. The young people who are entering this relationship should remember that they are likely to become parents and should keep it in mind.

The Child's Hour

By Nila Mack

What of the Backward Child? Miss Mack's Experience in Hand- ling Him Is of Inestimable Value



Children as healthy and
alive as this one, are able
to pass Miss Mack's tests
for them at various ages

Many nervous mothers have written to this department to cry a little with the same query: You are most kindly going to tell me that I am overreacting. What is the deal with my 10-year-old son?

Tip: One of the most important things to know about the test is that it is a multiple-choice test. You will be asked to select the correct answer from a list of four or five options. This means that you need to be able to eliminate the incorrect answers in order to find the correct one. The test is designed to assess your understanding of the material, so it is important to read the questions carefully and to think about the answers before you select one.

A four-month-old child should be able to react with a start when hands are clapped noisily behind his ears. He should be able to turn his head to look in a sound. By an eighth month the child should be able to turn his head to perceive the source of a sound, for them at various ages.

The young child should be able to name some of the movements which he sees the mother make, e.g., swinging, turning, and a pet face, expressive of the mother. He should be able to make such words as mama and dada. At eighteen months the child can name a few objects such as berries with which he is familiar, such as his feeding bottle and any other bottle which may resemble it. An eighteen-month child could be able to recognize one toy from another.

The two exercises described here are intended to be done with a group of children, or a teacher could easily adapt them to give to a single child. The first exercise is putting up a wall object which the mother has accepted. Another good test is to wrap a piece of paper around a bottle, under the child's eyes, and then ask the child to get paper and cut it in a bottle to open it, that is, to make progress.

The best way to do these things right now is not to do any thing at all until you are ready enough to take on yourself the responsibility for it. Remember, you must live your whole life in the present and not for the past or for seeking the future. Be what you are and not what you wish you were and not what you think you should be.

Nila Mack is director of all children's programs for CBS. Her program, *Sunday Morning at Aunt Susan's*, may be heard over a CBS-WABC network every Sunday at 9 a. m. EST.

Ten Years Ago

What a joy for both of us! I've written some letters to you in the past but I've never done so recently. I hope you're well. I've been thinking about you a lot lately and wondering how you're getting on. I hope you're happy and healthy. I've been thinking about you a lot lately and wondering how you're getting on. I hope you're happy and healthy.

DAVID SAVINOFF, R.C.A. Inc., speaks from 300 South Main in regard to superpower broadcasting.

DAVIDED CHAIR the House of Indian-
ap, on the air with the day station
WJPM which employs a full-time set to
put the programs of WJPM, KDKA etc. and
rebores at the time the WJPM wave with due
credit to the radio.

CHCAO prepares for third annual radio show with a program that is a real attraction. A 10-minute radio program offers a free short course in radio for the young!

1 AMBIP, KAN 20 str through the pass for the
 51st in A... ..
 *WS3 in A... ..
 1 P... ..
 of I... ..
 wire... ..

HEAT TREATING IN P. S. G. or
cl. ...
... WBZ ...
... WDAV ...
Green ...
WTV ...
WFL ...
WFL ...
WFL ...
WFL ...

Hits of Week

Stronger than ever, it came back to popularity. Last year, the album was being sold by more than 100,000 copies a week. The Rascal Flatts' new pop-country disc, *The Sound of This Christmas*, is also doing well, having hit the top 10 on the *Billboard* charts.

SONG HITS PLAYED MOST OFTEN ON THE AIR:

Song	Years
Lost in a Fog	30
The Continental	28
Out in the Cold Again	26
Stars Fell on Alabama	25
Be Still My Heart	22
Were You Foolin'	21
Sweetie Pie	19
Two Cigarettes in the Dark	18
If You Love Me	12
Rain	10
If I Had a Million	9
Stay as Sweet as You Are	7

BANDLEADERS' PICK OF OUTSTANDING HITS:

Song	Point
The Continental	29
Be Still My Heart	28
You're a Builder Upper	25
I Saw Stars	23
Stars Fell on Alabama	21
Sweetie Pie	20
Stay as Sweet as You Are	18
If I Had a Million	17
Isn't It a Shame	15
Difference Day Made	12

A few more of the handleaders' selections are these:

a Flag has been Myself Started at Albania
Two Countries in Turkey

Y. ...
Ad ...

George W. Starks, Stationer & Print
No. 1, West 24th St. N. Y. City

And I'll Give Me a Heart to Sing To
 Some One's Love, and I'll Father You, Must We Say
 Goodnight, isn't It a Shame.

Wave Marks

Relny, To Ralph White (member WLS organ) and his wife, the Mayor WLS organ came on Saturday night to inform Joan Larson who was also expected to play the organ for WLS.

Relay. Two B. etc. M. Nell weight 8
pounds, and a St. James's Road, Co. Dub.
received and was immediately shipped into the
family of Dr. M. Nell, sister of a doctor for
N.B. Co. and Broadway, Co.

Meter. Mousie brought down WILLOW WIND
(C) 1914-1915, copyright secured Nov. 10, 1915, by G. M. November
1. His meter failed for the car so Mousie
learned to play piano at his father's request. Nei-
ther sings nor dances and plays traps.

Meter. Muzzy Marcell's novelty singer with Ted Lewis's orchestra of 18 Hollywood Hotel program, will have 2 candles on his birthday cake November 2. Just in time to vote in those California U.P.C. elections.

Meter. Lanky W. I. ... CBS singing orchestra ... 2 bars ... 13 ... November ...

Meter: Four 1- and two 2-piano tones of Kaurin and P. Lys (CBS) are accompanied by four 1- and two 2-piano tones of Ito. The meter has a double bass accompaniment.

Meter: Hymns, 141-142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958

Coming Events

Sunday, Nov. 11

Time Shown Is Eastern Standard

MRS. IRANIAN D. ROUSE will start programs over the CBS-WABZ network from 7:45 to 8 p. m. Spicars of Tomorrow, Mrs. Rouse will describe the modern trend in education, and will address her philosophy to parents and teachers.

A program of Russian chamber music, including compositions by Liszt, Tchaikovsky, Borodin, Paganini and Hummel, will be heard through an international broadcast from Moscow over an NBC-WFAT network at 8 p. m.

The Connecticut State Symphony Orchestra will be heard over the NBC-WFAT network at 8 p. m. The orchestra will be heard over the NBC-WFAT network at 8 p. m.

The All-American Song Show will be heard over the NBC-WFAT network at 8 p. m. The show will be heard over the NBC-WFAT network at 8 p. m.

An All-American Song Show will be heard over the NBC-WFAT network at 8 p. m. The show will be heard over the NBC-WFAT network at 8 p. m.

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CAROL DEIS

She won an Atwater Kent audition on her soprano voice, not her good looks as one might suspect. Hear her as featured soloist with the Modern Choir, Sunday nights, 10:30 EST over the NBC-WFAT network, and in the Wednesday afternoon variety show "Two Seats in the Balcony," 2 p. m. over the same chain.

Monday, Nov. 12

The All-American Song Show will be heard over the NBC-WFAT network at 8 p. m. The show will be heard over the NBC-WFAT network at 8 p. m.

The All-American Song Show will be heard over the NBC-WFAT network at 8 p. m. The show will be heard over the NBC-WFAT network at 8 p. m.

The All-American Song Show will be heard over the NBC-WFAT network at 8 p. m. The show will be heard over the NBC-WFAT network at 8 p. m.

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The All-American Song Show will be heard over the NBC-WFAT network at 8 p. m. The show will be heard over the NBC-WFAT network at 8 p. m.

The All-American Song Show will be heard over the NBC-WFAT network at 8 p. m. The show will be heard over the NBC-WFAT network at 8 p. m.

Tuesday, Nov. 13

The All-American Song Show will be heard over the NBC-WFAT network at 8 p. m. The show will be heard over the NBC-WFAT network at 8 p. m.

The All-American Song Show will be heard over the NBC-WFAT network at 8 p. m. The show will be heard over the NBC-WFAT network at 8 p. m.

ISLAM TUNIS will be heard over the CBS-WABZ network at 9:30 p. m.

The All-American Song Show will be heard over the NBC-WFAT network at 8 p. m. The show will be heard over the NBC-WFAT network at 8 p. m.

Wednesday, Nov. 14

The All-American Song Show will be heard over the NBC-WFAT network at 8 p. m. The show will be heard over the NBC-WFAT network at 8 p. m.

The All-American Song Show will be heard over the NBC-WFAT network at 8 p. m. The show will be heard over the NBC-WFAT network at 8 p. m.

Thursday, Nov. 15

The All-American Song Show will be heard over the NBC-WFAT network at 8 p. m. The show will be heard over the NBC-WFAT network at 8 p. m.

Friday, Nov. 16

The All-American Song Show will be heard over the NBC-WFAT network at 8 p. m. The show will be heard over the NBC-WFAT network at 8 p. m.

The All-American Song Show will be heard over the NBC-WFAT network at 8 p. m. The show will be heard over the NBC-WFAT network at 8 p. m.

Saturday, Nov. 17

The All-American Song Show will be heard over the NBC-WFAT network at 8 p. m. The show will be heard over the NBC-WFAT network at 8 p. m.

The All-American Song Show will be heard over the NBC-WFAT network at 8 p. m. The show will be heard over the NBC-WFAT network at 8 p. m.

"SMILIN' ED" McCONNELL

Sponsored by
ACME QUALITY PAINT and LIN-X

You'll hear him over the
Columbia Broadcasting System
**WABC WAAB WDRB
WUAB WEAN WJSV
WHP WFEA WJAS**

★
Every SUNDAY Evening at 6:30 P.M., E.S.T. (5:30 P.M., C.S.T.)
Every THURSDAY Noon at 12:30 P.M. EST (11:30 A.M. CST.)

DON'T MISS TONY WONS

Every Sunday Afternoon NBC

in
"THE HOUSE BY THE SIDE OF THE ROAD"

Here's Tony at his genial best!
Also Gene Vance, Ed Bradley, and many others.

JOHNSON'S WAX
(See listing for time and stations)

BE A RADIO EXPERT

Learn at Home-Make Good Money

Learn to repair radios, televisions, and other electronic equipment. Get facts, get facts, get facts. Learn to repair radios, televisions, and other electronic equipment. Get facts, get facts, get facts.

J. F. SMITH, President, Dept. 4MTA
National Radio Institute, Washington, D. C.

Name _____ Age _____
Address _____
City _____ State _____

TONIGHT LISTEN TO

UNCLE EZRA

WCSH
WEAF
7:15 P.M.
EST
Sun.

Every Wed. Fri. and Sunday
NBC Red Network

SUNDAY NIGHT

JACK BENNY

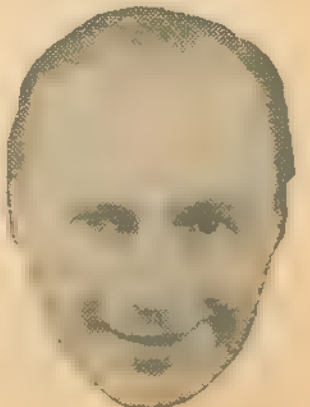
AND EVERY
SUNDAY NIGHT

WITH
**MARY LIVINGSTONE • FRANK PARKER
DON BESTOR'S ORCHESTRA**

STATION WBZ

7:00 P.M. EASTERN STANDARD TIME

SPONSORED BY JELL-O



Programs for Monday, November 12

Star ★ Indicates High Spot Selections

6:30 A.M.
WNA - News
6:45 A.M.
NBC - News
WBEN - News
WHA - News
7:15 A.M.
WNA - News
7:30 A.M.
CBS - News
NBC - News
WBZ - News
WNA - News
7:45 A.M.
NBC - News
WBZ - News
WHA - News
8:00 A.M.
NBC - News
WBZ - News
WBEN - News
WHA - News
8:15 A.M.
NBC - News
WBZ - News
WBEN - News
WHA - News
8:30 A.M.
NBC - News
WBZ - News
WBEN - News
WHA - News
8:45 A.M.
NBC - News
WBZ - News
WBEN - News
WHA - News
9:00 A.M.
NBC - News
WBZ - News
WBEN - News
WHA - News
9:15 A.M.
NBC - News
WBZ - News
WBEN - News
WHA - News
9:30 A.M.
NBC - News
WBZ - News
WBEN - News
WHA - News
9:45 A.M.
NBC - News
WBZ - News
WBEN - News
WHA - News
10:00 A.M.
NBC - News
WBZ - News
WBEN - News
WHA - News
10:15 A.M.
NBC - News
WBZ - News
WBEN - News
WHA - News
10:30 A.M.
NBC - News
WBZ - News
WBEN - News
WHA - News

11:00 A.M.
NBC News, Bu. & WEAT WY WTC
WESH WFLR WFTS WTVT
CBS—Miami, Fla. WTVT WFTS
WFTS
NBC Fla. WFTS WFTS
WFTS WFTS WFTS
WFTS WFTS WFTS
WFTS WFTS WFTS
11:15 A.M.
CBS—Fla. WFTS WFTS
WFTS WFTS WFTS
WFTS
★ NBC—Tony Wans philosopher.
WFTS WFTS WFTS WFTS
WFTS WFTS WFTS
WFTS WFTS WFTS
11:30 A.M.
CBS—Fla. WFTS WFTS
WFTS WFTS WFTS
WFTS WFTS WFTS
WFTS WFTS WFTS
NBC Miami, Fla. WFTS WFTS
WFTS WFTS WFTS
WFTS WFTS WFTS
WFTS WFTS WFTS
11:45 A.M.
CBS—Fla. WFTS WFTS
WFTS WFTS WFTS
WFTS WFTS WFTS
WFTS WFTS WFTS
WFTS WFTS WFTS

Afternoon

12.00 Noon
NBC Mel. J. Martin Story Prem -
WEAF Will WTAG WJAR WBen
CBS - Voice of Experience WABC
WYAC WDRB WEAH WFBL WGR
NBC Ficks and Hall, songs WJZ
WHAM
WBZ - Views of the News
WGY - Banjoists
WPRO - Bob Lillo & Orch. (ABS)
12:15 P.M.
★ NBC - Honeyboy & Sassafras: WEAF
WTH WJL WTAG WJAR WBen
WCSH
★ CBS - THE GUMPS PRESENTED
by the Famous Lillies & Co.
WABC WJAB WUPJ WOKO WORC
WHIC W.B.Z. WFEA WGLC WGR
WEAN WYAC
NBC Charles Sears, tenor: WJZ
WYHR
WBZ - Weather & Landscape
WGY - Marche 2nd Hal
WHAM - News Agricultural Forum
12:30 P.M.
NBC - Farm & Home Hour: WJZ
WBZ WHAM WYHR
CBS - Dick Messers, Orch. WABC
WOKO WABW WJLZ WGLC WHEC
WFEA
NBC Mr. Messers WEAF WTIC
WBen News Movie Makers
WGY Farm Program
WYAC - The Summer Exchange
WPRO - Here & Now (ABS)
12:45 P.M.
NBC - Mr. Messers WTAG WCSH
WBen - Social & Personality Quizzes
WGR Dick Messers, Orch. (CBS)
WYAC - Mr. Messers, Orch. (ABS)
1:00 P.M.
NBC - Mel. & Weather WEAF
(CBS-Dick Messers, Orch. WABC
WDRB WYAC WJAB WHEC WGLC
WFEA
WBLN - News Service
WGY - Mr. Messers
1:15 P.M.
NBC - Dick Messers, Orch. WEAF
WGY WEEL WTH WBen
WPRO - Mr. Messers, Orch. News
(ABS)
1:30 P.M.
NBC - Mel. & Weather WEAF
WJL WJL WCSH WJAR WTAG
WGY
CBS - Samuel De Jonge Orch. WABC
WOKO WDRB WYAC WFBL WORC
WGR
★ NBC - Vic & Sade: WJZ WBZ
WYHR
WBLN - Dollars and Sense
WHAM - Social of the Air
WYAC - News
WPRO - Benches Orchestra (ABS)
1:45 P.M.
CBS - Pat Kennedy Art Kassel's
Orch. WABC WYAC WFBL
WBC WYAC WJZ
WBZ - News Service
WYAC - News Service (NBC)
WGY - News Service
WPRO - The Music of the (ABS)
2:00 P.M.
NBC - Revue of Stars WEAF WCSH
WTH WJAR WJL WBen WFEI
CBS - Marie Helene French Princess
WABC WYAC WDRB WHEC
WFBL WDRB WDRB

[illegible]

5:45 P.M.

* NBC - Capt. Jim Healy- WFAF
WJH WJL WBEN
WBAR WTAG.
CBS - _____ & Butch WABC
WAAB WOHO WKRC WEAN WFBL
WJZ WBZ
WTAM WSYR
WNAE-Denver Com.

Night

6:00 P.M.

NBC-Navy Cadets Orch. WFAF
WBAR
CBS-Buck Rogers WABC WBEN
WAAB WOHO WHC WBZ
NBC-Capt. _____ WJZ
WJH News Household Reviews
WBZ-Jimmy Allen's Adventures
WGy-Lou May Sunshine
WTAM-Sweet Romance
WNAE News
WPRO-Alex Bonfanti's Littleville (ABS)

6:15 P.M.

NBC-McNamara Island WFAF
Gus Robby Burrows & Sonny Jim
WAHO WAAB WOKO WDRC WEAN
WFBL WBZ WBZ
WBEN-Variety Ensemble
WBZ-Lessie Allen Band (NBC)
WGy-Jimmy Allen sketch
WTAM-Gladys Lee Grady (NBC)
WNAE-Dramatic Court
WPRO-Dick Matfield's Orch. (ABS)

6:30 P.M.

NBC-News Reel Circus Talk WFAF
CBS-The Shadow WARC WAAB
WDHO WOKO WEAN WFBL WORC
WHIC WKRW
NBC-News, Three X Sisters: WJZ
WSYR
WBZ Sports Review
WJZ News Weather temperature
WGy-News Flash & Briefs
WTAM-Reviews
WNAE-James M. Copley for Governor
WPRO-News Jack Orlanoff's Orch.
(ABS)

6:45 P.M.

NBC-Ruby Riddle sketch WFAF
WJH WCRB WGy WTIC WBEN
WBAR WTAG
NBC-Tenell Thomas news WJZ
WBZ WTAM WSYR
WNAE-Republican State Committee

7:00 P.M.

NBC-Ruby Riddle sketch & Patner
WFAF WTAM WTIC
★ CBS-Marty & Marge WABC WFBL
WOKO WDRC WNAE WGR WEAN
★ NEC-Amos 'n Andy' WJZ WBZ
WTAM
WBZ Adventures of Jimmy Allen
WGy-Capt. Jim Healy
WPRO-Gladys Crutcher (ABS)

7:15 P.M.

NBC-Gary & Gary WFAF WFFI
WGy Wash WBZ WTAG WJAR
CBS-Fox Parade WABC WNAE
NBC-Music Box songs WJZ
WTAM WJZ WSYR
WGR

7:30 P.M.

★ NEC-Barney Cork Dandies; Al Bar-
ney & WEAF WGy Wash WJAR
WTAG
CBS-Pat Keefe Partone WABC
WOKO WDRC WOKO WHIC WFBL
WGR
★ NBC-BEECH NUT PRESENTS
Honeydew WJZ WTAM WSYR
WBZ WBZ
WNAE-The Merle Robinson Show

7:45 P.M.

NBC-Eddie Archer's Adventures:
WEAF WSH WGy WBEN
★ CBS-Boake Carter, news: WABC
WNAE WGR
★ NEC-Dangerous Paradise sketch:
WJZ WTAM WBZ WSYR
WPRO-Ore Mine Musical Show
(ABS)

8:00 P.M.

★ NBC-STUDEBAKER CHAMPIONS
Presented by Bill Hilda's Orch.,
Jack N. G. Smith WFAF WJAR
WJH WGy Wash WTAG WTIC
WBZ
CBS-Carson Peterson's Backstage
WABC WNAE WOKO WOKO WHC
WGy WTAM WFBL WGR
★ NBC-Jan Garber's Supper Club:
WJZ ABZ WTAM WSYR

8:15 P.M.

CBS-Eddie Archer's WABC WOKO
WNAE WDRC WFBL WEAN WGR
WPRO-Five Star Fema. (ABS)

[illegible]

Plums and Prunes

By Evans Plummier

Lawrence Tibbett does not like to work before studio audiences. His three all-quiet ones were called every time he was on the air. Tibbett said Tibbett, and this is my opinion: Tibbett is not a studio audience. I realize that I am supposed to be a certain microphone technique for the radio, yet this is not the proper technique for the visible audience. Not is the psychology of addressing a large, strong audience the same as that required for the more intimate radio audience, which through I may number millions is really composed of millions of small personal units or individuals and little groups.

"I realize that I cannot give a performance satisfactory to both audiences no matter how much I may wish, and this disturbs me. It is essential for this reason that I do not care to have a studio audience."

The great baritone also pictured in his mind how a studio audience must react to a broadcast performance. "They wonder," he said, "why your voice is so small, not stopping to think that it must be controlled and limited considerably for the delicate microphone."

Tibbett continued: "Nor do I think that the studio audience appreciates something which they get or nothing. They pay nothing to hear, their applause is artificial. The announcers and production men by their elaborate arm signals start, even increase or decrease and finally end the applause. What does the studio audience mean? Nothing!"

AN AMUSING RESULT of Tibbett's lack of a studio audience is the number of letters he has been receiving saying in effect:

"What's the matter with your studio audience? We don't think you're good."

The baritone admitted that his fan mail writers don't think he is pretty bad if not good, and the audience will clap their hands.

But Tibbett's studio audience and the radio audience are not the same, so that the proper way to get the points to the radio is to let it know what they are supposed to hear.

WITH OR WITHOUT a studio audience, the fact remains that Tibbett is a man of conviction. In the matter of the subject, he is. Note his broadcast of Tuesday, October 30, during which he directed the singing of "The Lord of the Rings" and "The Lord of the Rings" by the radio.

I'm afraid he said before the program in the studio that the musical snob was not going to like these two numbers, and that the snob was not going to like the snob. The snob was not going to like the snob, and the snob was not going to like the snob.

I'm afraid he said before the program in the studio that the musical snob was not going to like these two numbers, and that the snob was not going to like the snob. The snob was not going to like the snob, and the snob was not going to like the snob.

In line with the subject of snobbery, ROY DURSTINE, of the Batten, Barton, Durstine and Osborn advertising agency, has announced that he will award a cup to the network announcer with the best diction, etc. May we be so bold, Mr. Durstine, as to suggest that you pick one who speaks American—and not Oxford?

And before the copy right department

**Tune in on
BLOCK & SULLY
GERTRUDE NIESEN
LUD GLUSKIN**
and His Continental Orchestra
MONDAYS 9:30 P. M.
COLUMBIA NETWORK

EX-LAX—THE CHOCOLATED LAXATIVE



BURGESS MEREDITH

That wiry hair is really fiery red in real life, just as it is in the "Red Davis" skit. Meredith plays the title part in this NBC-WJZ offering at 7:30 p. m. EST Monday, Wednesday and Friday

clown, police, register car, battered sandwich, about the Ford and Cadillac, and others being served at directly, and the rest of the show. It may be a good thing, but it is a damn good thing, and it is a damn good thing, and it is a damn good thing.

Live Mikings

ONE OF YOUR favorite sports announcers may be changing networks before the year is out. They just learned what his last sponsors were paying for his services, and he's known for some time the amount of his weekly pay check.

JOHN MCNEILL and BETTY WINKLER were removed, as you know, from the radio program, but it was no fault of their own. Truth is that the network paid them less than they were worth, and they decided to leave. The network was not going to pay them what they were worth, and they decided to leave. The network was not going to pay them what they were worth, and they decided to leave.

Some of the best radio announcers are being lost to the radio. Some of the best radio announcers are being lost to the radio. Some of the best radio announcers are being lost to the radio. Some of the best radio announcers are being lost to the radio.

IS OR ISN'T KYW removing to Philadelphia on or about December 1? NBC network people are not sure, but they are not sure. They are not sure, but they are not sure. They are not sure, but they are not sure. They are not sure, but they are not sure.

TRAVEL ITEM: Mother Moran (Irma Phillips), of Today's Children, has returned from Washington, D. C. (Minneapolis, Minn.)

ALICE GILMIGHTY, of the radio, is rather or posted at Station WINDS switch to

the radio network, contrary to rumors that she is being moved to the courts.

LINA ASQUITH has been named to the Press-Fair Play. ALICE KASSEL has been named to the Press-Fair Play. ALICE KASSEL has been named to the Press-Fair Play. ALICE KASSEL has been named to the Press-Fair Play. ALICE KASSEL has been named to the Press-Fair Play.

Here's Your Chance

UNQUESTIONABLY you've an idea for a radio program. Everybody has. What's different? And if you have here are a few customers who are shopping around.

Give the performer wants something with a second angle. Capital Brothers' cog line makers was sponsored by the radio. The radio is interested in some thing else. The radio is interested in some thing else. The radio is interested in some thing else. The radio is interested in some thing else.

PAT KENNEDY'S Connie Callahan arrived in Chicago from the West Coast last Wednesday. Hitching ceremonies are slated for Thanksgiving in Pittsburgh.

ANN S. YMOCK'S scholarship award of one year's training at the Goodman Drama School to the blind actor winning an audition was one of those gestures that make a place to be in radio. ANN S. YMOCK'S scholarship award of one year's training at the Goodman Drama School to the blind actor winning an audition was one of those gestures that make a place to be in radio.

OBSERVED at the Tibbett concert: Richard Crooks, Nino Martini, Giuseppe Bentonelli and Cyril Pitts—four tenors—listening to a baritone.

TONY GILMAN, Chicago child actress now making good in New York at Radio City, is being visited by her mother, Mrs. Mary Mayhew. Tony Gilman, Chicago child actress now making good in New York at Radio City, is being visited by her mother, Mrs. Mary Mayhew.

You'll enjoy

RED DAVIS



NBC-WJZ
NETWORK
COAST-TO-COAST
and every MON., WED.
and FRI. NIGHT

RICHARD HIMBER
AND HIS
STUDEBAKER
CHAMPIONS
with Joey Nash

MONDAY 8:00 Eastern
P.M. Standard Time
NBC— including WEAF — WEEI
— WTIC — WJAR — WTAG — WCHS
WGY—and Coast to Coast Network

SUBSCRIBE to
RADIO GUIDE

DON'T MISS THIS RADIO Feature...



THE GUMPS

Every Monday to
Friday (inclusive)

WABC NETWORK
COLUMBIA
12:15 P.M. 11:15 A.M.
EST CST

Presented by
the makers of
Karo, Mazola, Lipton
and Keweenaw

CORN PRODUCTS REFINING CO.
17 BATTERY PLACE • NEW YORK CITY

Programs for Tuesday, November 13

Star ★ Indicates High Spot Selections

6:20 A.M.
WNA - - - - -
6:45 A.M.
NBC - - - - - WAF WGY
WBZ - - - - -
7:15 A.M.
WB - - - - -
WNA - - - - -
7:20 A.M.
CBS - - - - -
NBC - - - - -
WB - - - - -
WNA - - - - -
7:45 A.M.
NBC - - - - - of
WBZ - - - - -
WGY - - - - -
WHAM - - - - -
WNA - - - - -
8:00 A.M.
CBS - - - - - ABC
NBC - - - - - WIZ WBZ
WGY - - - - -
WHAM - - - - -
WNA - - - - - the Town
8:15 A.M.
CBS - - - - - Guide WABC
NBC - - - - - WJZ WBZ
WHAM - - - - -
8:30 A.M.
NBC - - - - - WGY WBEN
WBZ - - - - - WJAZ WJAR
CBS - - - - - WABC
WB - - - - -
8:45 A.M.
NBC - - - - - White WJZ
WBZ - - - - -
9:00 A.M.
NBC - - - - - WJAZ WGY
CBS - - - - - WABC
WJAZ - - - - - WJAZ WJAZ
WJAZ - - - - - WJAZ WJAZ
WJAZ - - - - - WJAZ WJAZ
9:15 A.M.
NBC - - - - - WJAZ WJAZ
WBZ - - - - - WJAZ WJAZ
WJAZ - - - - - WJAZ WJAZ
WJAZ - - - - - WJAZ WJAZ
9:30 A.M.
NBC - - - - - WJAZ WJAZ
WBZ - - - - - WJAZ WJAZ
WJAZ - - - - - WJAZ WJAZ
WJAZ - - - - - WJAZ WJAZ
9:45 A.M.
NBC - - - - - WJAZ WJAZ
WBZ - - - - - WJAZ WJAZ
WJAZ - - - - - WJAZ WJAZ
WJAZ - - - - - WJAZ WJAZ
10:00 A.M.
NBC - - - - - WJAZ WJAZ
WBZ - - - - - WJAZ WJAZ
WJAZ - - - - - WJAZ WJAZ
WJAZ - - - - - WJAZ WJAZ
10:15 A.M.
★ NBC - Clara, Lu 'n' Em: WJAZ
WJAZ WGY WJAZ WJAZ
WBEN WJAZ
CBS - - - - - WABC WAAB
WBZ WJAZ
NBC - - - - - WJZ
WBZ WJAZ
WBZ - - - - -
WJAZ - - - - -
10:30 A.M.
NBC - - - - - WJAZ WJAZ
WJAZ WJAZ
CBS - - - - - WABC
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WJAZ WJAZ WJAZ WJAZ
NBC - - - - - WJZ WBZ
WJAZ - - - - -
WGY - - - - -
WHAM - - - - -
10:45 A.M.
NBC - - - - - WJZ
NBC - - - - - WJAZ WJAZ
WBZ - - - - -
WGY - - - - -
WHAM - - - - -
WJAZ - - - - -
11:00 A.M.
CBS - - - - - WABC WJAZ WJAZ WJAZ
NBC - - - - - WJAZ WJAZ
CBS - - - - - WJAZ WJAZ
WJAZ - - - - -
WJAZ - - - - -
WJAZ - - - - -
WJAZ - - - - -

[illegible]

Afternoon

[illegible][illegible]

2 45 PM

★ NBC—V & Sade WJAF WYB
WJZ WWSN WWSH

★ NBC-Neine Revel! interviews
NBC Leno WJZ WHAM
WsyR

3 00 PM

NBC M... WJAF WYB
WBII WWSN WWSH

★ CBS-Columbia Variety Hour WJZ
WWSN WWSH
WJZ WWSN WWSH
WJZ WWSN

NBC... Orch. WJZ
WWSR WHAM
WJZ WWSN
WFSB-Live! (ABS)

3-15 P.M.

NBC - W 2 M WEAF WC-H
WTH WM ATAG WEEI
WB N B Historical Society
WLY Master Lawyers
WPR (CBS) (ABS)

3-20 P.M.

NBC W 2 M Public Review WEAF
WJZ WBH WLIC WLEI WIAG
WJAR WBEN
NHL W 2 M WJZ WBZ WHAM
WSYR
WIKR (CBS) (ABS)

4.00 P.M.
 NLC C... Orch. WEAF
 WTH
 CBS-... Little Horse
 WAB... WHFC WGR
 WBB... WDRC WFLA
 NBC... WBZ WGY
 WHAM... WJAR WBEZ

4:15 P.M.
CPS—Pace Street, WABC WOKO
WABC WJR WABC WFLN WLBZ
WABC WTEA
NBC—Suma Person, contralto: WJZ
WJZR WBZ
NBC—Dick Welbs Orch: WGY
WCHN WJAR WTG
WBEN—Clark & Commodity Quotations
WJAM—News
WYAC—Education Features

4.30 P.M.
NBC - George H. Sweeney's Orch.
WJZ WHAM WBZ WSYR
CBS - Science Service WABC WOKO
WNAC WGF WLRC WFEA WEAN
WORC WMLC WJCF WFLB WLBZ
NB - Jessup MEAF WEFI WGY
WJIC WJLH WJAR WBEN

4:15 P.M.
NBC - 1 c. New Year WEAF WVIC
WELL WJW WING
CBS - 1 c. Manners Orch WDRG
WABC WJW WJBL WGLC WJLC
WORC
ABC - People Be's Club
WGY Stock Reports
WRAM Soap Club
SAC - H. L. Rodgers organist

5:00 P.M.
NBC Monday 10:00 a.m. Cych WTAJ
WEEI WGI WJAG WJAR WBLN
CBS Tuesday 10:00 a.m. Cych WABC
WKBS W 13 WJFC WEAN WJWZ
NBC Year Health Dr. Morris Fish-
man, speaker WJZ WHAM
WBZ WABC News
WABC Monday Election Week

WPR - Tim 4 - 101's Orch (ABS)
5.15 P.M.
CBS - Supp. WABC WOKO WFAN
WAAB WJIC WGR WFBL WHFC
NRC - Alice Jay songs WJZ
WBFN - Women - The News
WBZ - Farm Market News
WHAM - Uncle Mandy
WMAZ - Soap Opera

5.30 P.M.
NBC-Radio Charles WEAF WTAG
WVIC
CB-Jack Armstrong: WABC WOKO
WDRC WHYY WFAN WGR WNAC
NBC-Singing Lady: WJZ WBZ
WHAM
E.T.-Uncle Wexley: WGY WBEN
WPRO-Bob Fillion's Orch. (ADS)

3:45 P.M.
CBS - R... .. Je WABC
W... .. WKW WHFC
W... ..
SB WJZ
W... ..
CBS - W... .. WFEA
WG... ..
WNA

Night

6:00 P.M.

ABC - *Love Letters*; Orch.
WABC - *Love Letters*
CBS - *Love Letters*; WABC WBBM
WVAB - *Love Letters*; WBBM WFTB
NBC - *Love Letters*; Orch. WJZ
WYFL
WB - *New Horizons*; Reeves
WBZ - *Love Letters*; Anchures
WV - *Love Letters*
WTHM - *Love Letters*
WV - *Love Letters*
WV - *Love Letters*; Orch. (ABC)

6 15 P.M.
NBC - Will Rogers Sing WEAF
WMAZ WAR
(CBS) - Howdy & Sunny Jim
WABC WABC WIBC WKO WGN
WBAB WBFB WIFB
WBNA WBNA WBNA
WBNA WBNA WBNA
WBNA WBNA WBNA
WBNA WBNA WBNA
WBNA WBNA WBNA
WBNA WBNA WBNA

6.30 P.M.
NBC—New York, Small, songs
WEAF
CBS—New York, Music, WABC
WOL, WFLA, WTVT, WHEW, WGLA
WHDZ

WH News Dorothy Page WJZ
 WB As weather temperature
 WGY -Living Breities
 WHAM Rogers
 WMA The Most I need
 WPRN News Jack Brandon's Orch

8:45 P.M.
NBC-L...catch WEAF
WEEI WSH WY WTC WJAR
WISG WBFN
CBS-L...Music WABC
WAAB WORC
NBC-L...WJZ WHAM
WBZ
WMAZ-Boston S...Committee

7:00 P.M.
NBC—Gould & Suggs, WEAF WCH
CBS—Merrill & Mack, WABC WBL
WOKO WTRC WYAC WGR WFAN
★ NBC—Amos 'n' Andy; WJZ WBZ
WHAM
WBL—Acquiescence of Jimmy Allen
WGY—Musica, Program
WPRO—Paul Barry, tenor; Orch.
(ANS)

7:15 P.M.
NBC—Gene & G no WFAF WGY
WON WEEI WRVA WJAR WBTV
WTAG
CBS—Pat Flann Bill WABC WNAC
WGR
NBC—ch 1 direction of Bertrand
Hirsch WIZ WHAM
WBTV Joe and Bettelee
WPRO—Mike Berger & Orch. (ARS)

7:30 P.M.
 NBC—You & Your Government
 WEAF WJIC WOY WJXH WJBN
 CB—WJIC or J & K Sings & Orch.
 WABC WEAF WKO WJIC WJR
 WJXH WJPL
 * NBC—HOUSEHOLD FINANCE
 Corp. Preser's Musical Memories:
 Ed or A Guest & Co. WJZ WBZ
 WHAM WJIR WJAL WMW WBZA
 WPRO—J & K & Jerry (ANS)

NBC—Frank B. Jones Adventures
WEAF WOSH WGY WRVA
★ CBS—Boake Carter, WABC WNBC
WGR
WPRO—One Man Masted Show

8 00 P.M.
★ NBC—Leo Reisman's Orch.; Phil
Doxy & Johnny, WFAF WICI
WCSH WGY WTAG WJAR WBen
WTIC
★ CBS—Lavender & Old Lace WABC
WOKO WYAC WDRS WGR WFBL
WEAN

heart" WJZ WBZ WSYR
WHAM—Behind the Headlines
8:15 P.M.
WHAM—Jimmy Allen, sketch
WPRO—Five Star Final (ABS)

8 30 P.M.

★ NBC—*Average King's Orch* WJZ
WJZ W H W J Z W J Z
W H W J Z

★ CBS—Abe Lyman's Orch WABC
W J Z W J Z W J Z W J Z W J Z
W J Z W J Z

★ B—*Christina Moore*, soprano WJZ
W J Z W J Z W J Z

(*Christina Moore*, soprano ABC)

8 45 P.M.

W J Z—*King's Orch* songs (ABC)

★ NBC Ben Berner's Orch: WEAF
WJLA WJLI WJMG WJAH
WJLA WJLI

★ CBS Bing Crosby Bowe Sisters:
WJLA WJLI WJMG WJAH

9 15 P.M.
 VB - The ... the Clum:
 W/2 Wb/ ...

9:30 P.M.
★ NBC Ed Egan, Eddy Duchin's
The Great Waltz WGBL WGY
WILL WJAI, WELN WTAG
★ CBS Isham Jones' Orch.; Fray
A Little Waltz WABC
WJMS WJLT, WL WFLA WWC
WJOP WJAN WJAX WJAZ WJNO

NY 100-168796-100
WAH/ d l c
d l s, v. Murr, Go P and
WJLH - a - [unclear] (ABS)

10 00 P.M.
★ NBC—Best Boy Theater WFAP
A... .. W... WJAR
1945

★ CBS CAMEL CIGARETTES PRESENTS
A... ..
... ..
... ..
... ..
... ..
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... ..

10 30 P.M. 5480

[illegible]

10.45 P.M.
WHAM Town & Tickers Orchestra
WMAA M. J. Blymester

11 00 P.M.
NBC-Earl Cole's Jazz Orch WEAF
WJIC WC-H WTAG WJAR
CBS-Helen Seeger's Orch WABC
WLR WORE WKWB WHFC
NBC-Del Campos Orch WJZ
WBEA News Sports Review
WBZ-Weather, temperature, sports
WJY-Clack Church's Orchestra
WABC-News
WPRO-Voice of Romance (ABS)

11:35 P.M.
CBS—I like Jack Little's Orch. WABQ
WDRC WLBZ WFBL WFEA
NBC—Dr. Campo's Orch. WBZ
WYAR WHAM
NB—Robert Royce, Tenor. WCAP
WYIC WFFI WFSH WJAR WJAG
WNAI—Stanley's Orchestra
WFEQ—Lynn Benson's Orch. (ABS)

11:30 PM
ABC - Carl Hunter on WFAP WEET
WCHS WING WJAR
CBS Henry B. on Orin WABC
WBRC on WEEL WIBZ WORC
WFSB on WC WCRC WKBW
WFLA

11:45 P.M.
 CBS—Paul Shure's Orch. WABC

12.00 Mid.
ABC Irving A. Johnson's Orch. WJAF
C. J. Lucas' Orch. WABC
W. J. Lucas' Orch. WFBL WKBW
W. J. Lucas' Orch. WJAF
W. J. Lucas' Orch. WJAF

WLSR
WPRO-Dan's Band Orchestra
12:30 A.M.
ABC F.M. (100) WFAF WFEL
WLY WLSR
CBS 100.1 WABC
WNAE WJZ WJXC WFLA WFLB

NBC—Symmour Simons' Orch.: WJZ
 & BZ WHAM WSYR
 WPRO—Don Jose's Continentals (ABS)
 1.00 A.M.
 CBS—Claude Hopkins' Orch.: WABC

Programs for Wednesday, November 14

Star ★ Indicates High Spot Selections

[illegible]

11:00 A.M.
NBC—Tony Wong, philosopher; WJZ
CBS—The Voice of the People (ABS)
WPRO—News at 11:00 (ABS)

11:15 A.M.
NBC—Tony Wong, philosopher; WJZ
CBS—The Voice of the People (ABS)
WPRO—News at 11:15 (ABS)

11:30 A.M.
NBC—Tony Wong, philosopher; WJZ
CBS—The Voice of the People (ABS)
WPRO—News at 11:30 (ABS)

11:45 A.M.
NBC—Tony Wong, philosopher; WJZ
CBS—The Voice of the People (ABS)
WPRO—News at 11:45 (ABS)

Afternoon

12:00 Noon
NBC—Tony Wong, philosopher; WJZ
CBS—The Voice of the People (ABS)
WPRO—News at 12:00 (ABS)

12:15 P.M.
NBC—Tony Wong, philosopher; WJZ
CBS—The Voice of the People (ABS)
WPRO—News at 12:15 (ABS)

12:30 P.M.
NBC—Tony Wong, philosopher; WJZ
CBS—The Voice of the People (ABS)
WPRO—News at 12:30 (ABS)

1:00 P.M.
NBC—Tony Wong, philosopher; WJZ
CBS—The Voice of the People (ABS)
WPRO—News at 1:00 (ABS)

1:15 P.M.
NBC—Tony Wong, philosopher; WJZ
CBS—The Voice of the People (ABS)
WPRO—News at 1:15 (ABS)

1:30 P.M.
NBC—Tony Wong, philosopher; WJZ
CBS—The Voice of the People (ABS)
WPRO—News at 1:30 (ABS)

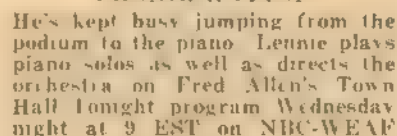
1:45 P.M.
NBC—Tony Wong, philosopher; WJZ
CBS—The Voice of the People (ABS)
WPRO—News at 1:45 (ABS)

[illegible][illegible]

8 0 0 P.M.
 ★ NBC—W... ..
 ★ CBS—... ..
 8 45 P.M.
 9 00 P.M.
 ★ NBC—Town... ..
 ★ CBS—... ..
 ★ NBC—20,000 Years in Sing Sing... ..
 9 30 P.M.
 ★ CBS—Adventures of Gracie... ..
 ★ NBC—John Charles Thomas... ..
 10.00 P.M.
 ★ NBC—Dennis King... ..
 ★ CBS—Byrd Expedition... ..
 ★ NBC—Guy Lombardo's Orch... ..
 10:15 P.M.
 NBC... ..
 10:30 P.M.
 NBC... ..
 CBS... ..
 ★ NBC—Jack Denny's Orch... ..
 10:45 P.M.
 11:00 P.M.
 NBC—The... ..
 CBS—... ..
 NBC—... ..
 WBZ—... ..
 WHAM—... ..
 WPRO—... ..
 11:15 P.M.
 NBC—Robert Royce... ..
 CBS—... ..
 NBC—... ..
 WBZ—Joe Hayes Orchestra... ..
 WPRO—Gene Kardos Orch (ABS)
 11:30 P.M.
 NBC—Jolly Coburn's Orch... ..
 CBS—Ozzie Nelson's Orch... ..
 NBC—Art Kassel's Orch... ..
 WBZ—... ..
 WGY—Ray McCall's Orchestra... ..
 WHAM—Tommy Tucker's Orchestra... ..
 WPRO—Charles Davis Orch (ABS)
 11:45 P.M.
 CBS—Ozzie Nelson's Orch... ..
 12:00 Mid.
 NBC—George Olsen's Orch... ..
 CBS—Jacques Bonnard's Orch... ..
 NBC—Art Kassel's Orch... ..
 WGY—Charles B... ..
 12:30 A.M.
 NBC—Stan... ..
 CBS—... ..
 NBC—... ..
 WGY—... ..
 WPRO—... ..
 1:00 A.M.
 CBS—Gene Kardos Orch... ..

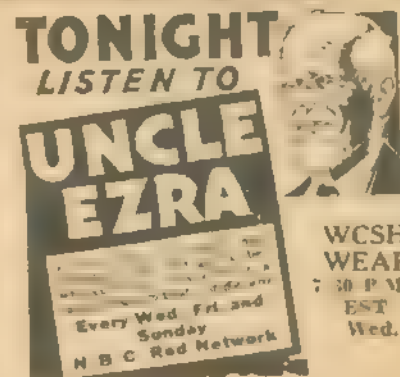
more
strength
less noise

U. S. DISTRICT COURT, SOUTHERN DISTRICT OF NEW YORK

CARLOS MOLINA ~~se~~ ~~est~~ ~~de~~ ~~de~~

MARK L. S. DORR is on the staff of the U.S. Fish and Wildlife Service, where he has been working for the past 10 years. He is currently working on the development of a new type of water control structure for the Federal Water Control Administration. He is also working on the design of a new type of water control structure for the Federal Water Control Administration.

Improves standard broadcast reception - special variable frequency tuner allows wave to start in place & go plus installation. Give your car wave receiver a chance - it's a good one or service engineer to try to make a CRIIIMID INSTALLATION. See your local dealer for CRIIIMID REPAIRS. See your local dealer for CRIIIMID REPAIRS.



WCSH
WEAF
7:30 P.M.
EST
Wed.

TONIGHT
NBC • WJZ NETWORK
COAST-TO-COAST
and every Mon., Wed.
and FRI. NIGHT

[illegible]

PERCY A. 1913 p. 100 p. 100
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1950

Programs for Thursday, November 15

Star ★ Indicates High Spot Selections

6:30 A.M.
WNY - 6:45 A.M.
WNY - 7:00 A.M.
WNY - 7:15 A.M.
WNY - 7:30 A.M.
WNY - 7:45 A.M.
WNY - 8:00 A.M.
WNY - 8:15 A.M.
WNY - 8:30 A.M.
WNY - 8:45 A.M.
WNY - 9:00 A.M.
WNY - 9:15 A.M.
WNY - 9:30 A.M.
WNY - 9:45 A.M.
WNY - 10:00 A.M.
WNY - 10:15 A.M.
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WNY - 5:00 P.M.
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WNY - 8:00 P.M.
WNY - 8:15 P.M.
WNY - 8:30 P.M.
WNY - 8:45 P.M.
WNY - 9:00 P.M.
WNY - 9:15 P.M.
WNY - 9:30 P.M.
WNY - 9:45 P.M.
WNY - 10:00 P.M.
WNY - 10:15 P.M.
WNY - 10:30 P.M.
WNY - 10:45 P.M.
WNY - 11:00 P.M.
WNY - 11:15 P.M.
WNY - 11:30 P.M.
WNY - 11:45 P.M.
WNY - 12:00 A.M.

[illegible][illegible][illegible][illegible]

FALSE TEETH
AT **LOWEST PRICE**
SEE ABOUT
MY TEETH
BEFORE
ORDERING
ELSEWHERE



G. A. Z. 111, 113, 115, 117, 119, 121, 123, 125, 127, 129, 131, 133, 135, 137, 139, 141, 143, 145, 147, 149, 151, 153, 155, 157, 159, 161, 163, 165, 167, 169, 171, 173, 175, 177, 179, 181, 183, 185, 187, 189, 191, 193, 195, 197, 199, 201, 203, 205, 207, 209, 211, 213, 215, 217, 219, 221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261, 263, 265, 267, 269, 271, 273, 275, 277, 279, 281, 283, 285, 287, 289, 291, 293, 295, 297, 299, 301, 303, 305, 307, 309, 311, 313, 315, 317, 319, 321, 323, 325, 327, 329, 331, 333, 335, 337, 339, 341, 343, 345, 347, 349, 351, 353, 355, 357, 359, 361, 363, 365, 367, 369, 371, 373, 375, 377, 379, 381, 383, 385, 387, 389, 391, 393, 395, 397, 399, 401, 403, 405, 407, 409, 411, 413, 415, 417, 419, 421, 423, 425, 427, 429, 431, 433, 435, 437, 439, 441, 443, 445, 447, 449, 451, 453, 455, 457, 459, 461, 463, 465, 467, 469, 471, 473, 475, 477, 479, 481, 483, 485, 487, 489, 491, 493, 495, 497, 499, 501, 503, 505, 507, 509, 511, 513, 515, 517, 519, 521, 523, 525, 527, 529, 531, 533, 535, 537, 539, 541, 543, 545, 547, 549, 551, 553, 555, 557, 559, 561, 563, 565, 567, 569, 571, 573, 575, 577, 579, 581, 583, 585, 587, 589, 591, 593, 595, 597, 599, 601, 603, 605, 607, 609, 611, 613, 615, 617, 619, 621, 623, 625, 627, 629, 631, 633, 635, 637, 639, 641, 643, 645, 647, 649, 651, 653, 655, 657, 659, 661, 663, 665, 667, 669, 671, 673, 675, 677, 679, 681, 683, 685, 687, 689, 691, 693, 695, 697, 699, 701, 703, 705, 707, 709, 711, 713, 715, 717, 719, 721, 723, 725, 727, 729, 731, 733, 735, 737, 739, 741, 743, 745, 747, 749, 751, 753, 755, 757, 759, 761, 763, 765, 767, 769, 771, 773, 775, 777, 779, 781, 783, 785, 787, 789, 791, 793, 795, 797, 799, 801, 803, 805, 807, 809, 811, 813, 815, 817, 819, 821, 823, 825, 827, 829, 831, 833, 835, 837, 839, 841, 843, 845, 847, 849, 851, 853, 855, 857, 859, 861, 863, 865, 867, 869, 871, 873, 875, 877, 879, 881, 883, 885, 887, 889, 891, 893, 895, 897, 899, 901, 903, 905, 907, 909, 911, 913, 915, 917, 919, 921, 923, 925, 927, 929, 931, 933, 935, 937, 939, 941, 943, 945, 947, 949, 951, 953, 955, 957, 959, 961, 963, 965, 967, 969, 971, 973, 975, 977, 979, 981, 983, 985, 987, 989, 991, 993, 995, 997, 999, 1001, 1003, 1005, 1007, 1009, 1011, 1013, 1015, 1017, 1019, 1021, 1023, 1025, 1027, 1029, 1031, 1033, 1035, 1037, 1039, 1041, 1043, 1045, 1047, 1049, 1051, 1053, 1055, 1057, 1059, 1061, 1063, 1065, 1067, 1069, 1071, 1073, 1075, 1077, 1079, 1081, 1083, 1085, 1087, 1089, 1091, 1093, 1095, 1097, 1099, 1101, 1103, 1105, 1107, 1109, 1111, 1113, 1115, 1117, 1119, 1121, 1123, 1125, 1127, 1129, 1131, 1133, 1135, 1137, 1139, 1141, 1143, 1145, 1147, 1149, 1151, 1153, 1155, 1157, 1159, 1161, 1163, 1165, 1167, 1169, 1171, 1173, 1175, 1177, 1179, 1181, 1183, 1185, 1187, 1189, 1191, 1193, 1195, 1197, 1199, 1201, 1203, 1205, 1207, 1209, 1211, 1213, 1215, 1217, 1219, 1221, 1223, 1225, 1227, 1229, 1231, 1233, 1235, 1237, 1239, 1241, 1243, 1245, 1247, 1249, 1251, 1253, 1255, 1257, 1259, 1261, 1263, 1265, 1267, 1269, 1271, 1273, 1275, 1277, 1279, 1281, 1283, 1285, 1287, 1289, 1291, 1293, 1295, 1297, 1299, 1301, 1303, 1305, 1307, 1309, 1311, 1313, 1315, 1317, 1319, 1321, 1323, 1325, 1327, 1329, 1331, 1333, 1335, 1337, 1339, 1341, 1343, 1345, 1347, 1349, 1351, 1353, 1355, 1357, 1359, 1361, 1363, 1365, 1367, 1369, 1371, 1373, 1375, 1377, 1379, 1381, 1383, 1385, 1387, 1389, 1391, 1393, 1395, 1397, 1399, 1401, 1403, 1405, 1407, 1409, 1411, 1413, 1415, 1417, 1419, 1421, 1423, 1425, 1427, 1429, 1431, 1433, 1435, 1437, 1439, 1441, 1443, 1445, 1447, 1449, 1451, 1453, 1455, 1457, 1459, 1461, 1463, 1465, 1467, 1469, 1471, 1473, 1475, 1477, 1479, 1481, 1483, 1485, 1487, 1489, 1491, 1493, 1495, 1497, 1499, 1501, 1503, 1505, 1507, 1509, 1511, 1513, 1515, 1517, 1519, 1521, 1523, 1525, 1527, 1529, 1531, 1533, 1535, 1537, 1539, 1541, 1543, 1545, 1547, 1549, 1551, 1553, 1555, 1557, 1559, 1561, 1563, 1565, 1567, 1569, 1571, 1573, 1575, 1577, 1579, 1581, 1583, 1585, 1587, 1589, 1591, 1

23

Programs for Saturday, November 17

Star ★ Indicates High Spot Selections

6:30 A.M.
WNAW—
6:45 A.M.
ABC—Hearst Presents: WLAF WGY
WBZ—
7:15 A.M.
WBZ—
WNAW—
7:30 A.M.
CBS—
WBZ—
WNAW—
7:45 A.M.
NBC—
WBZ—
WNAW—
8:00 A.M.
NBC—
WBZ—
WNAW—
8:15 A.M.
NBC—
WBZ—
WNAW—
8:30 A.M.
NBC—
WBZ—
WNAW—
8:45 A.M.
NBC—
WBZ—
WNAW—
9:00 A.M.
NBC—
WBZ—
WNAW—
9:15 A.M.
WBZ—
WNAW—
9:30 A.M.
NBC—
WBZ—
WNAW—
9:45 A.M.
NBC—
WBZ—
WNAW—
10:00 A.M.
NBC—
WBZ—
WNAW—
10:15 A.M.
NBC—
WBZ—
WNAW—
10:30 A.M.
CBS—
WBZ—
WNAW—

10:45 A.M.
NBC—
WBZ—
WNAW—
11:00 A.M.
NBC—
WBZ—
WNAW—
11:15 A.M.
NBC—
WBZ—
WNAW—
11:30 A.M.
NBC—
WBZ—
WNAW—
11:45 A.M.
CBS—
WBZ—
WNAW—

Afternoon

12:00 Noon
NBC—
WBZ—
WNAW—
12:15 P.M.
★ NBC—
WBZ—
WNAW—
12:30 P.M.
NBC—
WBZ—
WNAW—
12:45 P.M.
NBC—
WBZ—
WNAW—
1:00 P.M.
NBC—
WBZ—
WNAW—
1:15 P.M.
NBC—
WBZ—
WNAW—
1:30 P.M.
NBC—
WBZ—
WNAW—

1:15 P.M.
★ CBS—
WBZ—
WNAW—
2:00 P.M.
NBC WEAF and WJZ networks will broadcast football game to be selected, if Eastern game time is 2 p.m., if Middle Western time is 2 p.m. conflicting programs of course will be cancelled.
NBC—
WBZ—
WNAW—
2:15 P.M.
NBC—
WBZ—
WNAW—
2:30 P.M.
NBC—
WBZ—
WNAW—
3:00 P.M.
NBC—
WBZ—
WNAW—
3:15 P.M.
NBC—
WBZ—
WNAW—
3:30 P.M.
NBC—
WBZ—
WNAW—
4:00 P.M.
NBC—
WBZ—
WNAW—
4:15 P.M.
NBC—
WBZ—
WNAW—
4:30 P.M.
NBC—
WBZ—
WNAW—
4:45 P.M.
NBC—
WBZ—
WNAW—
5:00 P.M.
NBC—
WBZ—
WNAW—
5:15 P.M.
NBC—
WBZ—
WNAW—
5:30 P.M.
NBC—
WBZ—
WNAW—
5:45 P.M.
CBS—
WBZ—
WNAW—
6:00 P.M.
NBC—
WBZ—
WNAW—

Night

6:00 P.M.
★ NBC—
WBZ—
WNAW—

6:15 P.M.
CBS—
WBZ—
WNAW—
6:30 P.M.
NBC—
WBZ—
WNAW—
6:45 P.M.
NBC—
WBZ—
WNAW—
7:00 P.M.
NBC—
WBZ—
WNAW—
7:15 P.M.
NBC—
WBZ—
WNAW—
7:30 P.M.
CBS—
WBZ—
WNAW—
7:45 P.M.
NBC—
WBZ—
WNAW—
8:00 P.M.
★ NBC—
WBZ—
WNAW—
8:15 P.M.
NBC—
WBZ—
WNAW—
8:30 P.M.
NBC—
WBZ—
WNAW—
8:45 P.M.
NBC—
WBZ—
WNAW—
9:00 P.M.
NBC—
WBZ—
WNAW—
9:15 P.M.
NBC—
WBZ—
WNAW—
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12:45 A.M.
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WBZ—
WNAW—
1:00 A.M.
CBS—
WBZ—
WNAW—

Want to Write a Song?

(Continued from Page 9)

is going to buy the copies? How are they to be distributed? How are they to be popularized? Radio singers?

Ah, there is the rub!—and one of the reasons for this article—for it is in an endeavor to explain to these aspiring Harry Warrens that these words are indited. A radio artist has only two or three songs to sing on a program, and consequently must select them with care in order to insure a pleasing and successful performance. How can he do this with an unknown song of questionable merit? He cannot afford to jeopardize his own reputation, even to help a friend; and yet strangers expect him to introduce their brainstorms.

The less the layman knows, the more drastic his demands are apt to be. Some of the propositions made to radio singers are really laughable, but most of the cases are tragic. I know of one poor widow who mortgaged her house to pay for having a worthless song published, and yet she hadn't a ghost of a chance of getting her money out of it, let alone realizing a profit. How I wish I could help her—but not only was the song so bad that I could not sing it; my sponsor would have fired me if I had attempted it!

I have tried gently, so as not to offend, to tell the truth to people sending their songs to me, but none of them wanted to hear that kind of advice, and I never yet have had anyone write and thank me for my honesty. People in ill health and financial dilemmas have turned to song writing as a possible means of livelihood, but they might as well believe in Santa Claus as to expect financial independence from song royalties. One invalid wrote me that his friends had taken up a collection to get his song published—and now that he had the copies, what could he do with them? What could I say?

I myself am a member of the American Society of Composers, and in spite of the fact that one would expect me to have unusual success with my songs, due to my being able to popularize them over the air, nine-tenths of my material remains unpublished. It is one thing to have a song accepted, then put away on the shelf and forgotten. It is another thing to have a real campaign back of it—whereby a publisher's complete facilities reaching from coast to coast and all departments from radio, records, dance halls, hotels, amusement parks and theaters are worked at full capacity to put it over as a smash hit.

Do not think that the foregoing information is to discourage new writers. The old ones will fade out, grow stale, or die, so we must and will have new writers with fresh ideas and original styles. Rather it is to point out how to avoid the pitfalls and mistakes which keep one from success that this article was written, together with a plea to bear with radio singers if they cannot adjust their programs to include your efforts at song writing. If you hope to be a song writer, give the same study, attention, consideration and concentration to its details that you would to any other

profession you might expect to follow. Do not imagine for a moment that it is an easy road to quick success; but if you have real talent, are willing to work hard, you may be another Gershwin.

Vaughn de Leath sings every Monday, Wednesday and Friday morning at 9:15 EST over WMCA in a program sponsored by Battle Creek Foods, Inc.; she is heard over the ABS network at the same time.

8 INCHES OFF HIPS

"Beauty Mold reduced my hips from 43 to 35 inches. I look 10 years younger. No fat bulges—clothes fit perfectly. I feel fine." Grace Blair, Akron, O.
Beauty Mold instantly improves your appearance, corrects bad posture, reduces waistline as well as hips, restores youthful lines as at vanities.
Loose, fallen abdominal muscles go back where they belong. Gentle massage-like action increases elimination and regularity in a normal way without use of harsh, irritating cathartics. You look and feel years younger.

Let us prove our claims. No obligation. Write today for trial offer.
SENT ON TRIAL
Landon & Warner 350 N. Michigan Ave. Chicago, Ill.



Can You Find 10 FACES IN THE PICTURE BELOW?

Answer Quick! Get the Opportunity to ...

Win \$2,250.00

or Buick Sedan and \$1,250.00 Cash!

Here's a lot of cash for someone. Would you like to have it? We are going to pay over \$5,000.00 in big cash prizes. Can you find ten of the hidden faces in the picture? Look sharply and mark the faces you find. Then fill in the coupon, mail quick, and you will receive opportunity to win as much as \$2,250.00. Some one, maybe you, will receive a new Buick Sedan and if prompt, \$1,250.00 cash extra or, if all cash is preferred, \$2,250.00.

Surely you would like to have this magnificent prize. Think what you could do with all this money at one time. It would

come in pretty handy right now, wouldn't it? We want people everywhere to have the opportunity to share in this great distribution of money. This is our unique way of advertising. Besides the First Grand Prize of \$2,250.00 including promptness, there are 100 other big, grand prizes. The Second Grand Prize is a DeLuxe Chevrolet Master 6 Sedan or \$750.00 cash. Third Grand Prize is DeLuxe Ford V-8 Sedan or \$600.00 cash. Fourth Grand Prize is \$150.00 cash and many others. Thousands of dollars in special cash rewards. Mail your answer on the coupon today.

Send No Money — Just Mail Coupon

Oh boy! what you could do with \$2,250.00 cash all at one time. Think of the joy of having the money to provide the better things of life. New clothes, furniture, bills paid, a new home, education, travel, etc. Nothing hard to do now. But act quick.

Hurry—mark the faces you find. Just mail the coupon if you can find ten hidden faces. This gives you the opportunity to win the \$2,250.00. Send your answer quick! Don't delay! Mail your answer today.



Study the science of the stars in the picture and see if you can help the old Astrologer find ten of the hidden faces. Sharp eyes may find them. Some of them look straight at you, some are upside down, others are sideways. Look for them in the clouds, around the moon, etc. It is not as easy as some people may think. Don't give up—keep looking and you may find them. Do you realize that Astrology has an imaginary influence upon your destiny? Mark the faces you find and send to me quick with the coupon.

Proof That Prizes are Paid

Thousands of dollars have already been awarded to many happy prize winners by Paramount Products, Inc. Mrs. Sophie Grissner, of Penn. won \$4,870.00; Mrs. Georgia A. Johns, of Kentucky won \$1,987.50; G. Gieblin, of Michigan, won \$975.00 and Edna Mahoney, of Illinois, won \$500.00. Scores of others have won big cash prizes.

And, now thousands of dollars more, to be paid to prize winners. Think of it! If first prize winner (and prompt) you will get \$2,250.00 all cash or if you prefer, Buick 8 Sedan and \$1,250.00 cash.

This company is reliable. We belong to the Chamber of Commerce of Des Moines. We bank at one of the largest banks in the state of Iowa—the Central National Bank. The money to pay all of the prizes is already on special deposit for that purpose. When you send in the coupon we will send you a picture of prize checks recently cashed by many happy winners.

You cannot lose anything. Send in this coupon and we will give you the opportunity to win the \$2,250.00 First Grand Prize. Don't put it off until tomorrow. It may be too late. Do it today—Right Now!

You will receive the Buick 8 Sedan and if prompt, \$1,250.00 cash extra, or if all cash is preferred, you get \$2,250.00. If you win first prize according to the plan which the answer will bring.

SEND ANSWER QUICK

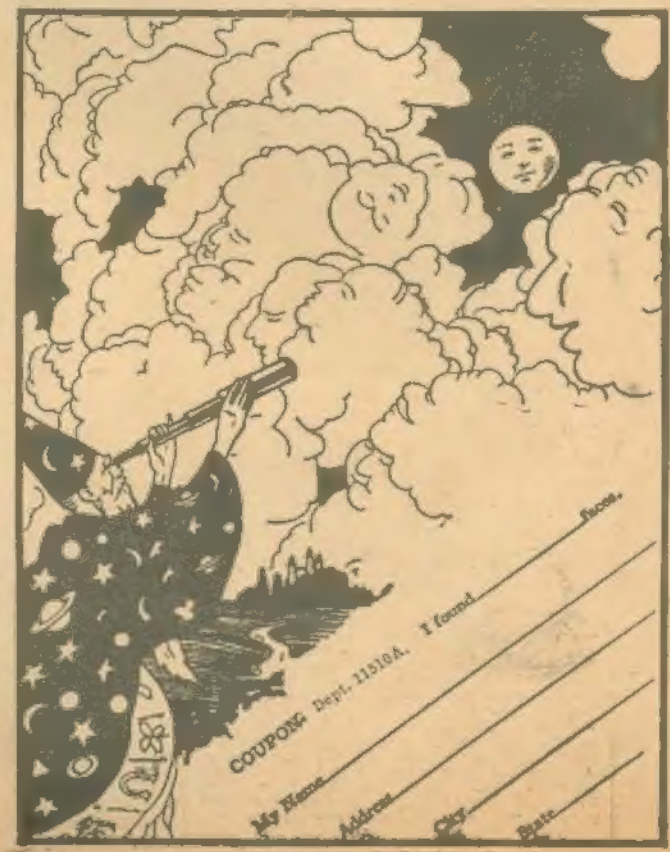
Remember, send not one penny with your answer. All you do is now to find ten faces, if you can and mail the coupon. Send answer right away.

PRIZE MONEY NOW IN BANK

The money to pay every prize is on deposit in the big, strong Des Moines bank. Three prominent Des Moines businessmen will see that the prizes are awarded honestly and promptly. Get your share of the \$5,000.00 in cash prizes, besides thousands of dollars in special cash rewards. Over 100 prizes in all.

Hurry! Just mark the faces you find and send with the coupon right away. This gives you the opportunity to win \$2,250.00 First Grand Prize. Someone wins. Maybe you. Mail your answer quick. Don't delay. Do it today.

\$1,250.00 EXTRA
FOR PROMPTNESS
PARAMOUNT PRODUCTS, INC.
Dept. 11510A, Des Moines, Iowa



FREE TUBE!

with each order for 2 tires. All Tubes New Heavy Gauge Circular Molded. Order now before offer expires.

NEW LOW PRICES

GOOD YEAR
Firestone
Goodrich
U.S. and Others

THESE TIRES SURE DO LOOK GOOD

YES AND THE YORK GUARANTY BOND PROTECTS YOU

LOWEST PRICES IN THE AREA

TIRE USERS by the thousands all over the U. S. A. vouch for the LONG, HAIRD SERVICE, under constant road conditions of our standard tires. They guarantee the ORIGINAL SECRET YORK PROCESS. OR IS THERE IN YOUR AREA a dealer with 12 month guarantee?

Don't Delay—Order Today

Size	Run	Tubes	Size	Run	Tubes
28x40-20	\$2.15	2	32x40-20	\$2.25	2
28x40-21	2.15	2	32x40-21	2.25	2
28x40-22	2.15	2	32x40-22	2.25	2
28x40-23	2.15	2	32x40-23	2.25	2
28x40-24	2.15	2	32x40-24	2.25	2
28x40-25	2.15	2	32x40-25	2.25	2
28x40-26	2.15	2	32x40-26	2.25	2
28x40-27	2.15	2	32x40-27	2.25	2
28x40-28	2.15	2	32x40-28	2.25	2
28x40-29	2.15	2	32x40-29	2.25	2
28x40-30	2.15	2	32x40-30	2.25	2
28x40-31	2.15	2	32x40-31	2.25	2
28x40-32	2.15	2	32x40-32	2.25	2
28x40-33	2.15	2	32x40-33	2.25	2
28x40-34	2.15	2	32x40-34	2.25	2
28x40-35	2.15	2	32x40-35	2.25	2
28x40-36	2.15	2	32x40-36	2.25	2
28x40-37	2.15	2	32x40-37	2.25	2
28x40-38	2.15	2	32x40-38	2.25	2
28x40-39	2.15	2	32x40-39	2.25	2
28x40-40	2.15	2	32x40-40	2.25	2
28x40-41	2.15	2	32x40-41	2.25	2
28x40-42	2.15	2	32x40-42	2.25	2
28x40-43	2.15	2	32x40-43	2.25	2
28x40-44	2.15	2	32x40-44	2.25	2
28x40-45	2.15	2	32x40-45	2.25	2
28x40-46	2.15	2	32x40-46	2.25	2
28x40-47	2.15	2	32x40-47	2.25	2
28x40-48	2.15	2	32x40-48	2.25	2
28x40-49	2.15	2	32x40-49	2.25	2
28x40-50	2.15	2	32x40-50	2.25	2

ALL OTHER SIZES
SEND ONLY \$1.00 DEPOSIT with each tire ordered. (\$1.00 deposit on each Truck Tire). We also have save C.O.D. Deposit 5 per cent if cash is sent in full with order. All 12 months' service replaced at half price. ORDER NOW!

YORK TIRE & RUBBER CO., Dept. 4333-A
3855-59 Cottage Grove Ave. Chicago, Ill.

JANE FROMAN

As She Appears Under the
MIKEroscope

By Fred Kelly



JANE FROMAN

Radio Guide will place some celebrity Under the MIKEroscope every week. Save the picture on this page. There will be 52 in a full set. This is the twenty-ninth. You will get one picture a week for an entire year. To every person who sends to Radio Guide a complete collection of 52 will be given an album containing the entire group of photographs as reproduced here; the photographic reproduction will be in fine finish.

Start saving your series now. And watch for another celebrity Under the MIKEroscope in Radio Guide next week.

Blazing beauty and a satin-smooth contralto voice are Jane Froman's external claims to fame. But her real forte is fortitude, both spiritual and material.

The brief saga of her career would be "They said it couldn't be done, but she did it!"

Nature, as though to offset its lavishness with personal charm, put in her way one of the severest obstacles that ever confronted a person otherwise equipped to sing or speak in public. It made her a stutterer—not just the common or garden variety, but an explosive stammerer.

In her early school days it inhibited her tremendously; so much so that she determined on a career as a newspaper woman, figuring that she could do productive work in a silence that would minimize the opportunities for cruel embarrassment.

She permitted nothing to swerve her from the notion. Throughout her school days in St. Louis, Missouri, where she was born, November 10, 1907, she nursed the newspaper idea, taking it with her when she matriculated at the University of Missouri.

It was a secret tragedy. Here was a girl of striking appearance with a voice of rare quality, marked by Fate to make song a mere avocation. Determination was the background with which she worked.

As she pursued her curricular work she caroled endlessly—at study, on the campus and under her breath in the classrooms. Although she did not know it then, the pot of Fame was beginning to bubble.

Fellow students, loving her for her gracious manner and her beauty, were struck with the quality of her voice. She was urged to take part in a campus musical show.

Music moved her—shyness held her back. But she reluctantly accepted the role, and to her surprise was a complete success. She had begun to lick the bugaboo that bedeviled her, at least so far as singing was concerned. She learned that rhythm controlled the defect almost to a point of eradication. That's why she frequently swings one foot as she sings.

It was her first experience with grit as an ally, and it stirred her to follow through. When St. Louis failed to reveal an opportunity for a budding sob-sister, Jane was advised to go to Cincinnati.

Was it her fault that at a party at his home to which a mutual friend invited her, Powel Crosley, Jr., radio manufacturer and station executive, heard her sing? Maybe it was; but whatever brought it about, Crosley recognized her talent and urged her to try out over the WLW microphones.

Paul Whiteman was destiny's secondary tool. While on a concert tour he heard her at WLW and was similarly struck with the rich, warm contralto quality of her voice. He proposed that she journey to Chicago. It didn't take a great deal of inducement as Don Ross, for whom she later was to say "I do," had swum into her ken. And he too was Chicago bound.

Finally even Chicago became too cramped for her expanding talents, so she accepted a network program in New York. In the thrill and ample return from her conquest of the air, she had quite lost sight of the shadow that dogged her. That is—until she was offered a part last year in Ziegfeld's Follies.

For the second time in her life she was called upon to lay a troublesome ghost, and this time she left it hors-de-combat on the field of battle.

She conquered visible audiences as completely as she did radio listeners, and went through her role leaving her admirers entirely unaware of the thing which so had menaced her career.

Triple-Threat Turner

Happy Jack Turner they call him, because he is a happy sort of person, and his formula for keeping happy is simply to keep busy. And so much does Turner believe in this philosophy of life that he applies it in his daily work.

Recently, just by way of keeping himself busier he decided to play two instruments at the same time. Of course, he already sings. So he is now radio's triple threat.

Having mastered the piano with one hand behind the back, he chose a second instrument. It was the celeste. Now, with his left hand he plays the piano. At the same time his right hand flies over the keys of the celeste, with mellow notes resembling heavenly chimes. Three octaves of notes must be spanned by Happy Jack's right hand, while his busy left occupies itself with piano chords.

Nor is this Turner's first experience at doubling up. It's like this. A few years ago fame in the person of NBC reached out and plucked him from an established career in Louisville, Kentucky. Fame beckoned because Happy Jack had become celebrated as the man who sang duets with himself! That sounds difficult, and at that it isn't so easy as it sounds, even when it is explained that he sang duets by harmonizing with recordings of his voice.

The system worked out quite efficiently. Never once did Jack have trouble with his harmonizing partner—and if the former was a split vibration off true pitch, the phonograph simply kept on rounding out its daily grind. It is said that Jack and his records never were known to have unkind words for each other, or to utter

threats to split up the team. Now Jack is hoping that his two hands get along as well together as did his voice with its wax impressions.

"I still have one foot to spare," the minstrel said, "only I haven't been able to figure out anything to play with one foot—except a bass drum."

Mark that Turner does not intend to let grass grow under that extra foot.

The man who says to keep happy, keep busy, is occupied busily writing songs during his spare time. Then there is also the domestic business of keeping Mrs. Happy Jack Turner happy.

Happy Jack Turner may be heard daily excepting Saturday and Sunday evenings at 7 p. m. EST or 6 p. m. CST over an NBC network of stations.



ONE MILLION STATE SEAL SOUVENIR SPOONS

EXTRA HEAVY DEEP DESIGN

You must see these spoons to appreciate them. The State Seal is enched in the handle of each spoon in extra-heavy, majestic design. *Gorgeous!*

COLLECT THE FULL SET OF 48

Get a new spoon each week with this coupon in Radio Guide. Continue until you have the complete set of 48 spoons—one for each State of the United States. A magnificent and patriotic silverware collection.

Regular
Teaspoon
Size

THE GUARANTEE

This Certificate of Guarantee issued by International Silver Co. assures you the ORIGINAL Rogers AA quality. Do not accept imitations. Get the best!



NEXT WEEK THE "MICHIGAN" SPOON

This offer continues next week with the "Michigan" State Seal Souvenir Spoon. To get it clip the coupon which appears in next week's Radio Guide, our Thursday, at all newsstands.

Radio Guide

America's Weekly of Programs and Personalities
5c... ON SALE AT ALL NEWSSTANDS

A facsimile of the coupon will be honored in lieu of the original, if desired

For Readers of Radio Guide

A Spoon for Every State! A Spoon for Every Week! A Spoon for Every Reader!

MAIL THE COUPON!

TO ALL OUR READERS: Radio Guide offers you an exceptional opportunity to get a collection of ORIGINAL Rogers State Seal Souvenir Spoons at *sensationally low cost*.

These spoons are made by the International Silver Co. They are large teaspoon size. Plain bowls—easy to clean. Each spoon is enched with the Official Seal of a State. Get the entire set and you will have one of the finest silverware collections you have ever owned. A gorgeous, patri-

otic collection of *extra heavy, durable, quality silverware that should last a lifetime*.

Simply clip the coupon below. Mail it to Radio Guide with 15 cents for each spoon wanted. Add 3 cents to cover postage and packing for each spoon. The spoons are sent to you by mail—*prepaid*.

The spoons of four States are available now—"Illinois," "New York," "California," and "New Jersey." Check the coupon indicating which spoons you want.

ORIGINAL ROGERS SILVERWARE

Made By

[I] International Silver Company of Meriden, Conn. [S]

DISTRIBUTED EXCLUSIVELY THROUGH COUPONS IN RADIO GUIDE

These spoons are *Original Rogers Silverware*, made by International Silver Company of Meriden, Connecticut, largest makers of silverware in the world. These spoons are their AA quality—

66 Pennyweights of PURE SILVER to the Gross
The Wm. Rogers Manufacturing Company name on the back of the handle guarantees the extra-heavy plate of PURE SILVER.

Radio Guide. Through coupons in Radio Guide you can get this remarkable collection of Original Rogers Silverware at *sensationally low cost*.

Start with the first four spoons of this series. Then continue by clipping the coupon in next week's Radio Guide and get the next State Seal Souvenir Spoon. Continue until you have the complete collection.

We make this offer to gain more friends for **MAIL THE COUPON AT ONCE**

★ ★ COUPON ★ ★	
RADIO GUIDE, SOUVENIR SPOON BUREAU 731 PLYMOUTH COURT, CHICAGO, ILL.	
Please mail me _____ Original Rogers AA Quality State Seal Spoons as checked below. I am enclosing 15 cents for each spoon plus 3 cents each for postage and packing. Total amount _____	
CHECK SPOONS WANTED	NAME _____
ILLINOIS <input type="checkbox"/>	ADDRESS _____
NEW YORK <input type="checkbox"/>	CITY & STATE _____
CALIFORNIA <input type="checkbox"/>	
NEW JERSEY <input type="checkbox"/>	

I WON
\$6,230⁰⁰
MR. SCHUETZE NY. N.J.

I WON
\$5,400⁰⁰
G. GIEBINK MICH.

I WON
\$1,140⁰⁰
MR. GUSTAFSON IND.

I WON
\$485⁰⁰
MRS. COVODE FLA.

I WON
\$1,750⁰⁰
EDNA HOXEY ILL.

I WON
\$405⁰⁰
MRS. LEHEN N.J.

I WON
\$1,980⁰⁰
E.G. TESMER MIN.



**CAN YOU FIND 5 FACES
IN PICTURE ABOVE?**

MARK THEM--CLIP THIS COUPON--MAIL NOW!
DON PARMELEE, Prize Mgr., 112-114 Eleventh St., Des Moines, Iowa, Dept. 81
I have marked the faces in picture above and am anxious to win.

Name _____
Address _____
City _____ State _____
Mark in square which you prefer if you should become First Prize winner
☐ BUICK SEDAN AND \$1,000.00 OR ☐ \$2,500.00 CASH

**HUNDREDS HAVE
WON BIG CASH PRIZES—**

Now HUNDREDS MORE Cash Prizes To Be Awarded!
Would YOU, TOO, Like to

WIN \$2,500⁰⁰

or BUICK and \$1,000⁰⁰ Cash

DO YOU want money?—a small fortune?—\$2,500.00 in real cash? Here's your opportunity. This is our sensational way to advertise and extend our business. We want people acquainted with us quick. We are actually distributing thousands of dollars in cash—modest fortunes—cash prizes totaling over \$5,000.00—besides thousands of dollars in extra special prizes. Would you like to win \$2,500.00 all cash or a Buick Sedan and \$1,000.00? Don't send a cent—just do this—NOW:

joy of winning \$2,500.00! Oh, boy, what you could do with this small fortune!

CASH FOR EVERYBODY
Who Takes an Active Part

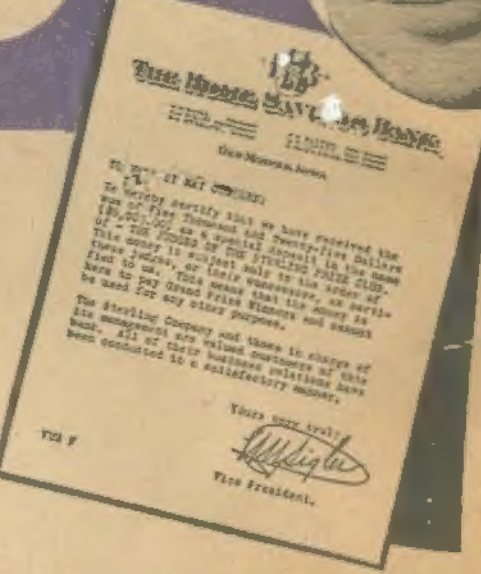
Not only one person but everybody who answers has an opportunity to receive cash. The more the merrier. You can be sure to receive cash if you take advantage of my liberal plan. I want quick advertising—quick action—and I'm willing to pay for it. No prize less than \$5.00. Someone wins \$2,500.00—why not you? In case of final ties duplicate prizes will be paid. Think of the joy of winning \$2,500.00. More money in one lump sum than most people save in a lifetime. Mail coupon now!

**\$1,000.00 EXTRA
FOR PROMPTNESS**

They say promptness pays! I will award \$1,000.00 extra to the First Prize Winner just for promptness in following my plan. Winner receives choice of a Buick and \$1,000.00—or \$2,500.00 all cash. Do you want it? I want QUICK ACTION! Will you be prompt?

All Grand Prize Money in Bank

All the thousands of dollars to pay every Grand Prize winner are now deposited in the big, strong Home Savings Bank in Des Moines (assets over \$1,500,000.00). Read the Bank's letter at the right. THAT'S PROOF! We are a reliable firm. I invite you to look us up through any credit agency, any bank in Des Moines, any business house, railroad, express company, magazine, newspaper. We are well known national advertisers.



\$10,000.00 REWARD

will be paid to any worthy charity if anyone can prove that we do not really award all these thousands of dollars in Grand Prizes—or if money to pay same is not in Bank—or if we will not fulfill every Guarantee we make to you.

**Send No Money
RUSH COUPON**

Many who won cash prizes in other campaigns like this thought they didn't have a chance. Imagine their surprise when they found out that they had won. Now it's your chance. Mark faces, clip picture with coupon. DON'T SEND A CENT. I will tell you how you can share in thousands of dollars extra in cash profit reward \$2,500.00, too. Nothing to lose—only a chance. Tell me your choice if you also want \$2,500.00 or a Buick Sedan.

DON PARMELEE, Prize Mgr.
112-114 Eleventh St., Des Moines, Iowa

**Not a Cent of Your Own Money
Needed Now or Ever on Our Plan**

Maybe this grand opportunity sounds like a dream to you—but hundreds of folks have already won big cash prizes in other Bonnie Day friendship campaigns. Here are pictures of a few. Now comes your chance. Rush your reply. Nothing to lose through answering—everything to gain. This is not a lottery. No luck needed. No slogans to write. No more puzzles to solve. Imagine the

NO CONNECTION WITH ANY OTHER FIRM OFFERING PRIZES